

MODERN

QUARRYING



CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

Since its inception in 2007, **Modern Quarrying** has firmly entrenched itself as a leading industry-specific magazine targeted at aggregate and sand producers, the open-pit mining sector, dimension stone, the ready mix industry, contractors, recyclers and industry suppliers. The quarterly B2B magazine has positioned itself as a valuable reference tool and a must read for quarry operators and suppliers.

With an average controlled free distribution base of 2 500 copies, **Modern Quarrying** is distributed nationally to a targeted database which is updated on a regular basis. The ABC-certified publication which is published quarterly in February, May, August and November, is complemented by an online, interactive website, offering news and views on a daily basis, together with print and online advertising opportunities. **Modern Quarrying's** editorial stance is to deliver objective and incisive information with coverage done by face-to-face interviews with the people and companies that makeup this important economic sector across South Africa and abroad. Focused on promoting the science and practice of quarrying and processing, the magazine aims at keeping readers abreast of the latest technology and practices in safety, the environment, recycling, conveying, maintenance, sand processing, road transport, drill and blast, mobile plant and load and haul.

Our aim is to promote an industry-specific regulatory authority and to empower and assist in developing this sector in a sustainable manner. We believe that the alignment of the quarrying industry with modern, sustainable mining practices is of paramount importance to ensure that the maximum benefit is derived from industry operations, now and into the future.

Please contact the editor directly for editorial deadlines.

- Print edition
- Online edition
- Website
- eNewsletter
- Supplements

RATECARD
2017

2016 Advertising rates*		
Description	1 - 2 Inserts	3 - 4 Inserts
Outside Front Cover	R 39 000 (includes an online advertisement and DPS cover story)	
Full Page	R 17 100	R 16 500
Double Page Spread (DPS)	R 30 000	R 26 000
Half Page (H or V)	R 12 800	R 12 000
Third Page (H or V)	R 11 000	R 10 600
Quarter Page (standard)	R 9 810	R 9 240
Strip (horizontal)	R 8 200	R 7 820
Loose + stitched-in Inserts	Price on request	

Cover: Client to supply high resolution portrait photograph and logo for cover.
 Client to supply cover story copy and 4 to 6 high resolution photographs.
 Cover bookings cannot be cancelled once confirmed.

*All of the above rates exclude VAT.

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
Double Page Spread	297 x 420	277 x 400	303 x 426
Full Page	297 x 210	260 x 180	303 x 216
Half Page Vertical	260 x 90		
Half Page Horizontal	130 x 180		
A5	180 x 120		
Third Vertical	260 x 55		
Third Horizontal	85 x 180		
Quarter Standard	130 x 100		
Strip	50 x 180		

* Material requirements: press optimised PDF files, centred with bleed and saved as CMYK

Production fee: A discretionary fee for the design of print and online advertisements will be charged.

Booking Deadlines			
	Editorial	Booking	Material
Jan/Feb 2017	3 Jan	16 Jan	30 Jan
Apr/May 2017	1 Mar	1 Mar	27 Mar
Jul/Aug 2017	1 Jun	1 Jun	26 June
Oct/Nov 2017	1 Sep	1 Sep	25 Sep

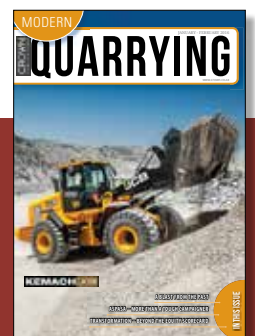
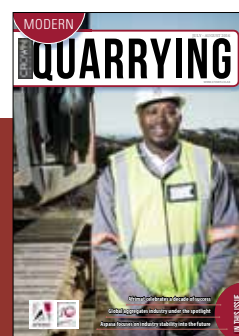
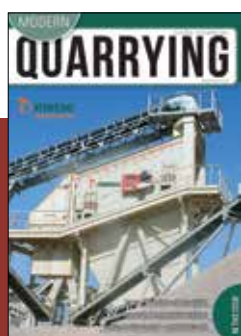
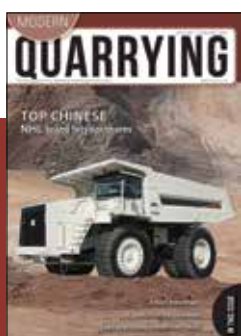


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ONLINE ADVERTISING

Adverts can be booked on the Crown homepage and/or any of the individual magazine homepages.

Banners	Casual p/m*	2 to 5 p/m*	6 to 12 p/m*
Standard rectangle 235 pixels (wide) X 175 (high)	R 2 470	R 2 400	R 2 310
Standard square 235 pixels (wide) X 235 (high)	R 3 460	R 3 370	R 3 240
Standard tall 235 pixels (wide) X 350 (high)	R 5 560	R 5 400	R 5 200
Large rectangle 325 pixels (wide) X 245 (high)	R 5 080	R 4 940	R 4 750
Large square 325 pixels (wide) X 325 (high)	R 6 300	R 6 100	R 5 900
Wide banner 600 pixels (wide) X 110 (high)	R 6 700	R 6 550	R 6 300
	per week	per week	per week
eNewsletter: (Top banner) 600 pixels (wide) X 110 (high)	R 4 260	R 4 100	R 3 990

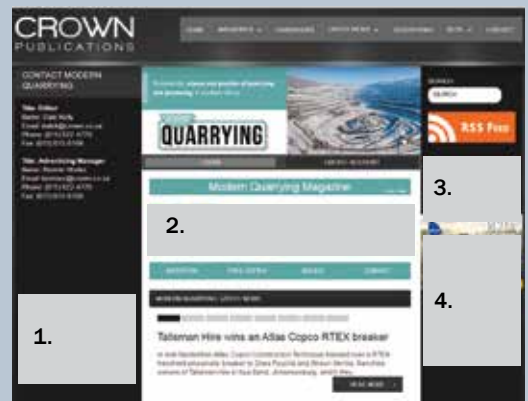
Material requirements:

All advertisements must conform to the sizes specified above
 Resolution: 72dpi. Saved as .png/jpeg/gif

Deadlines:

- Web adverts run for a calendar month.
- Booking: 20th or month prior.
- Material: 25th of month prior.

*If on a public holiday/weekend, the very first possible day after.



1. Large rectangle/square banner
2. Wide banner
3. Standard rectangle banner
4. Standard tall banner

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