

MechChem AFRICA

CROWN
PUBLICATIONS



MechChem Africa: Integrated, technical, smart and connected

MechChem Africa sets out to support African industry in all issues informative and interesting to professionals across the full spectrum of engineering, chemical and mechanical trades.

Created by combining Crown's *Mechanical Technology* and *Chemical Technology* titles, *MechChem Africa* adopts an integrated approach to technology solutions, with its content enriched by deliberately seeking out and unpacking technical areas of mechanical and chemical interest.

Industry focused, *MechChem Africa* promotes responsible engineering and highlights opportunities for African companies to become more internationally competitive. We promote and value: good design, decision-making and procurement practices; appropriate solutions at lowest lifecycle costs; energy and production efficiency optimisation; environmental responsibility; sustainable development; and smart, modern and innovative technologies and business practices.

MechChem Africa will remain a member of the ABC and the initial circulation, based on combining the databases of its predecessors, will be up to 5 123 printed and posted copies. In addition, however, we are adopting a publishing service approach to digital content, through which we offer multiple digital platforms for the dissemination of rich and original content. These include: website and online publishing services; targeted distribution via newsletters; social media – Twitter, LinkedIn and Facebook publication – and we aim to make articles available in multiple formats – HTML; pdf or any other reusable format.

CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD
2017

10 reasons to advertise with *MechChem Africa*

- 1 Specialists in technical communication and unafraid of writing technical articles
- 2 Understanding of engineering and engineers
- 3 High percentage of original content
- 4 Multi-disciplinary content spectrum
- 5 Ability to unpack subtle and complex product differentiators
- 6 Proud supporters of localisation
- 7 Advocates of high quality standards
- 8 Passion for unravelling integrated systems
- 9 Promoters of efficiency improvements and lowest TCOs/LCCs
- 10 Value sustainability and environmental responsibility

Readership profile of *MechChem Africa*

General industry	33.13%	1 697
Mining, metallurgy and cement	10.95%	561
Corporate communication	10.89%	558
Welding and fabrication	10.21%	523
Water, wastewater and pollution management	8.24%	422
Consultants and contractors	7.48%	383
Municipalities and local government	5.14%	263
Chemical processing	3.46%	177
Food and beverage	2.62%	134
Petrochemical, oil and gas	2.13%	109
Education and training	1.98%	102
Power generation	1.60%	82
Computer-aided engineering	1.25%	64
Pharmaceuticals	0.92%	47
Total		5 123

International circulation	253
Southern Africa and the Copper Belt.....	114
East, North and West Africa.....	77
Europe, USA and BRICS.....	62

Regular features

Special report: A placeholder for exciting developments in industry; special events, launches or notable success stories.

On the cover: Provides a unique image for each issue of the magazine. The cover sponsor is entitled to a double-page spread (DPS) article about its offering or products.

Innovative engineering: Current and future technology developments.

Industry forum: A collection of short industry news items in support of advertisers and industry.

Products and services: An opportunity for companies and advertisers to promote new engineering products, components or service offerings via short articles and photographs.

Nota bene: A short future-technology article, an upcoming event of particular interest, a summary of other upcoming events and our advertisers' index.

2017 Quarterly features

MechChem Africa covers a broad range of technical topics and fields. To cater for this diversity, mechanical and chemical engineering topics are clustered into three groups of features, effectively dividing the magazine into three quarterlies, each with its own distinctive flavour. The features and their clustering are outlined below:

January, April, July and October

Power transmission, bearings, bushes and seals (Mech)

We interpret power transmission in the wider sense, meaning we include the prime movers such as engines, electric and hydraulic motors; as well as gearboxes, geared motors and reducers. We also see variable speed or variable frequency motor drives (VSDs and VFDs) as integral components of modern transmission systems.

Bearings remain the most critical rotating shaft component, along with other drive train essentials, such as hubs, bushes, couplings (including fluid couplings), universal joints and taper locks. Sealing solutions, lubrication systems and contamination control solutions are also covered.

Computer-aided engineering (Mech+Chem)

IT now embraces almost every aspect of engineering, including: solid and 3D modelling, digital or virtual prototyping, engineering analysis, digital simulation, finite element analysis (FEA) and computational flow dynamics (CFD); Chemical process flow simulation; pipe and piping design; Computer-aided manufacturing (CAM), injection mould design, rapid prototyping, numerical control (NC) simulation and verification; Case studies in engineering, design for manufacturing; EPC-tools, plant and product lifecycle management (PLM) and product data management; IT tools for energy efficiency and proactive maintenance also feature.

Minerals processing, metallurgy and materials (Chem)

From a chemical perspective, this feature will focus on the minerals processing techniques associated with beneficiating raw materials: chemical manufacturing and treatment processes; mill circuit processing and treatment, separation floatation and leaching baths, electrowinning/electroextraction, etc.

Metallurgy, foundry processing and steelmaking, polymer processing and applications and future material trends are covered; as are plastics, rubber and composites; polymeric materials, coatings, chemicals, nylons, fabrics, printing, purification, separation, fibre reinforcing, fibre glassing, material properties and coatings.

Automation, process control and instrumentation (Chem+Mech)

Instrumentation and process monitoring and control of mass flow, pressure, temperature, composition and more, are critical for the reactions employed at chemical process plants and laboratories. Reliability and control precision govern the operational efficiency of the plant or process.

With the rise of Industry 4.0, this feature aims to promote appropriate automation for productivity and quality improvements via the use of robotics and custom-designed automation systems. The feature also embraces the integrated nature of mechanical systems with electronics and IT-based sensing and control systems.

Hydraulic and pneumatic systems (Mech+Chem)

This feature supports companies that specialise in developing systems and manufac-



turing, supplying and supporting hydraulic and pneumatic equipment for applications such as automating the water industry (via valve actuators); industrial presses; mobile equipment; hydraulic drives and motors; and pneumatic handling systems. Hydraulic pumps, motors and actuators, valves and control systems, manifold blocks as well as oil and oil-free air compressors, pneumatic motors and actuators, valves and pneumatic control systems, dehumidification and cooling are featured.

February, May, August and November

Plant maintenance, lubrication and filtration (Mech+Chem)

There is an increasing drive towards maximising productivity from equipment, extending its life and minimising energy use. The end goal is the lowest possible lifecycle costing. To achieve this, however, improved maintenance and asset management practices are imperative, from equipment design and commissioning to end of life decommissioning. This feature highlights this increasingly important field.

Topics include: modern maintenance; reliability engineering; condition monitoring and asset management; lubrication and contamination management; tribology, lubricants, lubrication systems, industrial oil solutions and oil quality; quality management and monitoring; corrosion/thickness testing; remote diagnostics; environmental management systems; and inspection skills training.

Materials handling (Mech)

With mining dominating business across Africa, the mining industry is the end customer for many engineering companies and original equipment manufacturers. This feature focuses on the equipment and solutions for handling bulk materials as well as for screening, lining, conveying, sorting and separating.

Some topics covered include: bulk materials handling equipment (stackers, reclaimers, train and ship loaders and unloaders); belt conveyor systems and apron feeders; crushers and screens; sampling and weighing solutions; pneumatic conveying; overhead gantries; earthmoving equipment, wheeled and tracked loaders. Factory, warehouse and logistics handling solutions are also included.

Corrosion control and coatings (Chem)

Appropriate corrosion control leads to better reliability and longer life, protecting metal components from degradation because of moisture, salt spray, oxidation or exposure to a variety of environmental or industrial chemicals. This feature deals with the anti-corrosion coatings that act as barriers between attacking agents and structural materials and the treatment and corrosion protection techniques employed to minimise corrosion damage.

Heating, cooling, ventilation and air conditioning (Mech)

Combined, HVAC comprises some of the world's most energy-intensive applications. This feature focuses on future energy-efficient solutions that reduce the cost and reliability of heating, cooling and ventilation technologies. Increasingly, this also includes renewable solutions such as concentrating solar power, combined cooling and heating (CCH) and tri-generation (CCHP).

Water and wastewater processing (Chem)

As a consequence of the global warming debate, water is now being indentified as

a scarce resource. In South Africa, acid mine drainage (AMD) problems as well as acid rain contamination of water resources are ongoing problems. This feature aims to highlight the technical solutions available for water and wastewater treatment for both municipal supplies and industrial wastewater. Water purification systems, testing and monitoring solutions, recycling and conservation are also highlighted.

March, June, September and December

Pump systems, pipes, valves and seals (Mech+Chem)

Pumping systems are intensive energy consumers and the modern trend is to optimise pumping efficiency in every way possible. Mining, slurry and dewatering pumps dominate the industry, but water and wastewater are also becoming critically important. From the chemical perspective, safe pumps are a vital component of all chemical, petrochemical, chemical and food-grade transfer systems and these all require fit-for-purpose materials, coatings, liners and seals.

Petrochemical industries, oil and gas (Chem)

With the development of synthetic fuel production processes such as Sasol Synfuels' CTL coal liquefaction process, the petrochemical industry has become a flagship industry in South Africa. Oil and gas finds in both East and West Africa and shale gas exploration in the Karoo are likely to lead to significant growth of the industry. Biofuel production facilities and waste-to-gas plants are also emerging to reduce our dependence on non-renewable energy sources.

As well as dealing with the technologies for distilling, refining and blending different fuels, this feature will look at the extended petrochemical industry offering, including plastics, fertilisers, lubricating oils and waxes.

Sustainable energy and energy management (Mech+Chem)

Fear of global warming is driving the energy sector towards increased efficiency, lower emissions and more cost-effective renewable solutions. These are all associated with more complex and interesting technologies. *MechChem Africa* supports the drive towards cleaner technologies, but understands that these must remain cost effective and sustainable in the long term.

This feature deals with: demand side management (DSM), reducing peak demand, load-shaping and demand side efficiency; distributed energy generation, net metering and feed-in technologies; efficient and renewable power generation, coal-fired and nuclear power stations, steam and gas turbines, generator technology, power plant automation systems, concentrated solar power, photovoltaic systems, wind turbines, sterling engines, hybrid systems, fuel cell technology, diesel generators and alternative fuel.

Waste management (Mech+Chem)

Disposing of waste in a way that does not impact the environment is an imperative for the planet and a legal requirement for industry. Recycling of waste streams has also now moved from being a chore to an income-generating opportunity.

This feature aims to promote technologies and best practice waste management solutions: pollution control, emissions scrubbing; treatment and disposal of effluents; sorting, shredding and recycling solid waste; and waste-to-fuel services and plant.



Issue	Editorial Deadline	Booking Deadline	Material Deadline
January	15-Dec	15-Dec	06-Jan
February	20-Jan	27-Jan	03-Feb
March	22-Feb	01-Mar	06-Mar
April	22-Mar	31-Mar	05-Apr
May	26-Apr	28-Apr	05-May
June	26-May	31-May	06-Jun
July	23-Jun	30-Jun	05-Jul
August	26-Jul	01-Aug	07-Aug
September	25-Aug	30-Aug	06-Sep
October	25-Sep	29-Sep	06-Oct
November	27-Oct	01-Oct	08-Nov
December	20-Nov	27-Nov	01-Dec
2018			
January	15-Dec	15-Dec	05-Jan
February	25-Jan	31-Jan	06-Feb
March	23-Feb	28-Feb	07-Mar

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		
Halfpage horizontal	130 x 180		
A5	180 x 120		
DPS half page (horizontal)	140 x 420	130 x 400	143 x 426
Third vertical	260 x 55		
Third horizontal	85 x 180		
Quarter vertical	130 x 100		
Quarter horizontal	65 x 180		
Strip	50 x 180		

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

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Terms of Acceptance apply:
 (<http://crowm.co.za/advertising>)

Artwork and printing material, if not supplied by the advertiser, are charged at standard Crown Publications rates.

PRINT ADVERTISING

2017 Advertising rates*		
Description	Casual 1 to 3	4 to 12
Outside Front Cover: Prices on request		
Double Page Spread (DPS)	31 180	28 485
Full Page	20 680	17 480
Half Page DPS	22 050	19 950
Half Page (H or V)	15 750	13 145
Third page (H or V)	13 335	11 295
Quarter Page (standard)	10 425	9 539
Strip	8 680	7 749
Loose/stitched-in Insert	Price on request	
Company, product or technical profiles	Page count-dependent: prices 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.**

ONLINE ADVERTISING

Banners adverts	Size: wide x high	Rates per month*	
		Casual 1 to 3	4 to 12
Standard rectangle	235 pixels w X 175 h	2 470	2 310
Standard square	235 pixels w X 235 h	3 460	3 240
Standard tall	235 pixels w X 350 h	5 560	5 200
Large rectangle	325 pixels w X 245 h	5 080	4 750
Large square	325 pixels w X 325 h	6 300	5 900
Wide banner	600 pixels w X 110 h	6 700	6 300
eNewsletter: (Top banner)	600 pixels w X 110 h	6 700	6 300

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

***All of the above rates exclude VAT.**



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

Material requirements:

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

Deadlines:

- Web adverts run for a calendar month.
 - Booking deadline: 20th of month prior.
 - Material deadline: 25th of month prior.
- *If on a public holiday or weekend, the very first possible day after.