

CAPITAL EQUIPMENT NEWS



Capital Equipment News

Equipment and technology evolve constantly and rapidly changing the landscape of many different industries. This ranges from increasing the efficiency of day-to-day operations to reducing safety-related incidents on sites. In such a changing competitive environment, keeping up with the relevant news and trends is vital.

With that in mind, *Capital Equipment News* keeps an array of industries, ranging from mining and construction through to transport, logistics and agriculture, informed of the latest equipment and technological developments available in both local and international markets. A thorough focus on industry and product news, as well as comprehensive interviews with industry experts, helps our readers keep up with the latest developments. We are driven by the understanding that staying abreast of latest industry trends helps fleet owners make better decisions, spot threats and opportunities early on and alerts them to changes that they really need to think about.

The regular features have been planned to cover every aspect of the various industries the magazine caters for. With a carefully selected readership, advertisers are guaranteed that their advertising campaigns will reach the niche, targeted audiences.

The content is presented in a traditional glossy magazine format, complemented by a striking layout design informed by the needs of the targeted readership. We also understand the importance of having an integrated print and digital strategy, optimisation skills and utilising social platforms. As a result, *Capital Equipment News* has a strong digital presence with a dedicated website, which is updated on a daily basis. This is complemented by a fortnightly newsletter distributed to a subscribed readership.

For these reasons, *Capital Equipment News* has been a trusted, one-stop source of purchasing information for senior business executives, purchasing agents, engineers, fleet managers, municipalities, consultants and service and maintenance managers for the past 14 years.

CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution



MINING



CONSTRUCTION



AGRICULTURE



TRANSPORT



LOGISTICS

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD

2018/2019

In addition to the printed version of Capital Equipment News, which is distributed to a targeted audience in the mining, construction, transport, road building, earth moving, lifting and Work at Height markets – our magazine is distributed in the following ways:

Online magazine

The online version of Capital Equipment News is available on www.capitalequipmentnewsmagazine.co.za or on the Crown Publication's website www.crown.co.za.

This version of Capital Equipment News is powered by Flipping Book Publisher, which allows readers to flip pages, zoom in, print and email selected articles. Capital Equipment News online is valued by readers who do not receive a printed copy of the magazine or who prefer to read it online before receiving their printed copy. It is also an ideal medium for looking at back issues and all advertisers in the print edition receive a hyperlink from Capital Equipment News to their websites.

eNewsletter

Every second week, the editor sends out an e-newsletter to CEN's online mailing list. It is a collection of the previous two weeks' top stories posted on CEN's website, which is updated on a daily basis. The email newsletter is highly effective for building our online community. By starting a conversation in the inbox, where engagement is more focused, we finish it in the social media arena, which has more reach and generates more activity. The e-newsletter also sets the tone for the upcoming print issues by highlighting some of the leading stories to look out for in the imminent editions.

Special December issue

In the final issue of each year, Capital Equipment News gives its advertisers the opportunity to increase brand awareness by highlighting achievements, new products and/or plans for the year ahead in a full page profile. Clients who take up this offer are also featured on the Capital Equipment News year planner as part of the package.

Frequency:



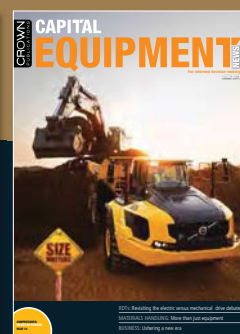
Capital Equipment News is published 12 times a year.
Capital Equipment News circulated figures are ABC certified

10 reasons to advertise with Capital Equipment News

1. Covers the Mining, Construction, Transport, Road building, Earthmoving, Agricultural, Lifting & Work at Height markets.
2. Content - credible relevant information
3. Distributed throughout Southern Africa and the African continent - 3 950 decision makers
4. Great branding opportunity
5. ABC certified
6. Glossy format with high quality content and appealing layout
7. Proven track record
8. Solutions provider for marketing needs
9. Circulated to target audience
10. Print and online offering



- | | |
|--------------------------------|-------------------------|
| INFRASTRUCTURE | SME & HIRE |
| TRANSPORT AND LOGISTICS | LOCAL GOVERNMENT |
| MINING | QUARRYING |
| MANUFACTURING | AGRICULTURE |



2018 Features

JANUARY:

- ADTs
- Road Making Equipment—Rollers
- Heavy Commercial Vehicles
- Washing Equipment

FEBRUARY:

- Tipplers
- Materials Handling
- Financing
- Graders

MARCH:

- Plant Hire
- Medium Commercial Vehicles
- Trailers

APRIL:

- Work at height
- Light Duty Trucks
- Used Equipment
- Compact Loaders

MAY:

(Issue going to Royal Agricultural Show and A-OSH expo)

- Compaction Equipment
- Agricultural Equipment
- Telematics
- Safety

JUNE:

- Compressors
- Materials Handling
- Extra Heavy Commercial Vehicles
- RDTs

JULY:

- Backhoe Loaders
- Fleet Management & Tracking
- Equipment Rebuilds
- Tower Cranes

AUGUST:

- Crushing Equipment
- Aftermarket Support
- Wheel loaders
- Hybrids

SEPTEMBER:

- Skid Steers
- Medium Commercial Vehicles
- Road Making Equipment—Pavers
- Insurance

OCTOBER:

- Excavators
- Screening Equipment
- Used Trucks
- Load Weighing Systems

NOVEMBER:

- Mobile cranes
- Compact Excavators
- Attachments
- Condition Monitoring

DECEMBER:

- 2018 Market Review
- Fleet Management
- Market Outlook 2019
- Parts & Maintenance

2019 Features

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- Nampo 2018: 15-18 May
- Royal Agricultural Show: 25 May - 3 June 2018
- A-OSH Expo: 22-24 May
- Power Gen Africa: 18-20 July
- Electra Mining 2018: 10-14 September

KEEP ABREAST OF
LATEST EQUIPMENT IN
THE MARKET



| 2018 ADVERTISING RATES | | | | |
|------------------------|-----------------------|--|----------|----------|
| PRINT ADVERTISING | Number of Insertions: | | | |
| | Casual | 2 to 3 | 4 to 6 | 7 to 12 |
| Outside Front Cover | R 36 925 | (includes monthly online advert, contents page & DPS cover story) | | |
| Inside Front Cover | R 25 188 | R 24 371 | R 23 421 | R 22 155 |
| Inside Back Cover | R 23 210 | R 22 419 | R 22 050 | R 20 995 |
| Outside Back Cover | R 26 375 | R 25 320 | R 24 898 | R 23 632 |
| Full Page | R 21 100 | R 20 467 | R 19 940 | R 18 389 |
| DPS | R 33 422 | R 31 545 | R 30 247 | R 29 962 |
| Half Page DPS | R 21 374 | R 20 889 | R 20 214 | R 19 655 |
| Half Page (H/V) | R 15 720 | R 15 245 | R 14 306 | R 13 377 |
| Third Page (H/V) | R 13 610 | R 13 325 | R 11 985 | R 11 637 |
| Quarter Page (H/V) | R 11 500 | R 11 078 | R 10 280 | R 9 580 |
| Strip | R 9 179 | R 8 767 | R 8 176 | R 7 786 |

Client to supply high resolution portrait photograph and logo for cover. For the DPS cover story the client has to supply copy and 4 to 6 high resolution photographs.
***All of the above rate exclude VAT.**

| GEN Deadlines 2018 to 2019 | | |
|----------------------------|------------------|-------------------|
| Edition | Booking Deadline | Material Deadline |
| January | 07 December | 12 December |
| February | 19 January | 30 January |
| March | 23 February | 1 March |
| April | 16 March | 23 March |
| May | 10 April | 20 April |
| June | 14 May | 22 May |
| July | 11 June | 20 June |
| August | 10 July | 17 July |
| September | 13 August | 20 August |
| October | 10 September | 17 September |
| November | 8 October | 15 October |
| December | 9 November | 15 November |
| January 2019 | 7 December | 14 December |

ONLINE ADVERTISING

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

| Technical specifications * (height x width) in mm | | | |
|---|-----------|-----------|------------|
| 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 | | |
| 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

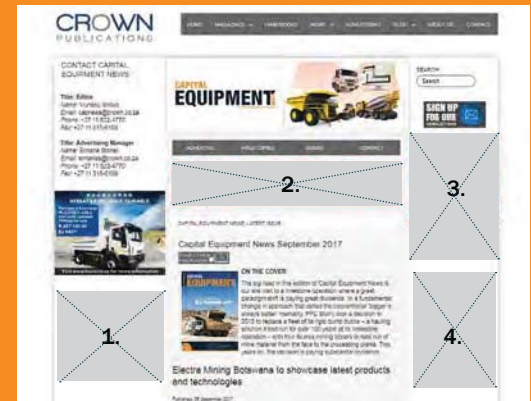
| ONLINE ADVERTISING (height x width) in pixels | | | |
|---|---------|---------|---------|
| Website banners | Casual | 2 to 5 | 6 to 12 |
| Standard rectangle | R 2 600 | R 2 530 | R 2 440 |
| Standard square | R 3 650 | R 3 560 | R 3 420 |
| Standard tall | R 5 870 | R 5 700 | R 5 490 |
| Large rectangle | R 5 360 | R 5 210 | R 5 010 |
| Large square | R 6 650 | R 6 440 | R 6 230 |
| Wide banner | R 7 070 | R 6 910 | R 6 650 |

| Bi-weekly eNewsletter | Casual | 2 to 5 (annually) | 6 to 12 (annually) |
|-----------------------|---------|-------------------|--------------------|
| Top banner | R 4 500 | R 4 330 | R 4 210 |
| Centre banner | R 4 260 | R 4 100 | R 3 990 |

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

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: One week before the end of the month prior.
 - Material: the 25th of each month prior.



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

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Informing industry across Africa