

ELECTRICITY + CONTROL



Modern industry, be it a mine, a process plant, a manufacturing plant, or a power generating plant, must be globally competitive. Competition pegs the price and, while cost-effectiveness is extremely important, quality, efficiency and the environment are equally important and must be maintained. Increasing electricity rates makes optimisation of energy usage vital. Lessons learned from related processes should be shared with others in the industry – which is the purpose of **Electricity + Control**. The publication focuses on **Energy + Information** and prides itself on the credibility of its editorial content. **Electricity + Control** provides a platform for industry to share knowledge, experience, information, and solutions to engineering challenges. The articles are produced by knowledgeable authors – all experts in their respective fields. *Some Reasons to advertise in Electricity + Control:*

- Learned authors
- Relevant features
- Credible technical content
- Technological insight
- Professional design
- Endorsed by credible organisations
- Preferred by engineering teams
- Available in print and online
- ABC certified
- We inform industry across Africa

CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

- Print edition
- Online edition
- Website
- eNewsletter
- E+C Spot On
- Electricity + Control Face Value
- Technical Handbooks

RATECARD

2018 / 2019

Apart from the print edition that reaches a carefully managed target audience monthly, **Electricity + Control** brings its relevant, technical information to you in many ways:

www.crown.co.za

The Crown Publications' website has regular updates and topical information across industry – be it construction, electrical, mechanical, mining, capital equipment, lighting, electricity + control or chemical technology.

www.electricityandcontrolmagazine.co.za

The online version of the magazine – with a short overview from the editor and a few lines describing each article – appears as soon as the magazine goes to print. You can view and read the contents of the current magazine in flip format online... that is, if you are looking for something in particular and cannot wait for the printed copy to land on your desk.

E+C Spot On

This website was conceived for the purpose of extending the reach of our technical messages and information – to the benefit and advantage of the author, the advertiser, the technology that is discussed and in some cases, the product that is promoted.

Electricity + Control Face Value

The Electricity + Control Face Value video has been on offer for a couple of years. It has progressed from Ian Jandrell giving insight into his monthly Comment, to Ian introducing authors and discussing their technical articles. If anyone knows and understands the Electricity + Control reader and advertiser, it is Ian – who, while holding a top position at Wits University as Dean of the Faculty of Electrical Engineering and the Built Environment, gives guidance and advice to the Crown team and in particular, to the Electricity + Control team. Face Value is part of the Electricity+Control bi-monthly eNewsletter and is worth a look and listen.

eNewsletter

The bi-monthly newsletter is sent out ahead of the magazine. It alerts you as to what you can look forward to in the latest issue of Electricity + Control – as well as highlighting 'hot off the press' news that may have missed publication in the magazine.

Frequency

Electricity + Control is a monthly publication.

Certified circulation figures

Total circulation: 4 700



January 2018

- Control systems + automation
- Drives, motors + switchgear
- Earthing + lightning protection **FOCUS**
- Energy management + environmental engineering
- Pressure + level measurement + instrumentation

Ad booking/editorial: 23 November 2017

Ad material: 30 November 2017

February 2018

- Cables + accessories
- Control valves + electric actuators
- Control systems + automation
- Sensors, switches + transducers **FOCUS**
- Transformers + substations

Ad booking/editorial: 12 January 2018

Ad material: 19 January 2018

March 2018

- Drives, motors + switchgear
- Energy management + environmental engineering **FOCUS**
- Hazardous areas + safety
- Industry 4.0 + Industrial Internet of Things (IIoT)
- Plant maintenance, test + measurement
- Temperature measurement

Ad booking/editorial: 9 February 2018

Ad material: 16 February 2018

April 2018

- Control systems + automation + systems engineering **FOCUS**
- Electrical protection + safety
- Flow measurement + instrumentation
- Lighting
- Transformers + substations

Ad booking/editorial: 9 March 2018

Ad material: 16 March 2018

May 2018

- Analytical instrumentation
- Cyber security **FOCUS**
- Drives, motors + switchgear
- Energy management + environmental engineering
- Sensors, switches + transducers
- Power Quality, standby + back-up: *Critical industries* **FOCUS**

Ad booking/editorial: 13 April 2018

Ad material: 20 April 2018

June 2018

- Cables + accessories **FOCUS**
- Control systems + automation
- Electrical protection + safety
- Plant maintenance, test + measurement
- Pressure + level measurement + instrumentation

Ad booking/editorial: 11 May 2018

Ad material: 18 May 2018

July 2018

- Control valves + electric actuators
- Drives, motors + switchgear
- Energy management + environmental engineering
- Flow measurement + instrumentation **FOCUS**
- Industrial Internet of Things (IIoT) + Industry 4.0

Ad booking/editorial: 8 June 2018

Ad material: 15 June 2018



Supplements

Electricity + Control publishes a supplement from time to time, examples being:

August 2018

- Cyber security
- Electrical protection + safety
- Power Quality, standby + back-up: **Health FOCUS**
- Temperature measurement + instrumentation
- Transformers + substations **FOCUS**

Ad booking/editorial: 13 July 2018

Ad material: 20 July 2018

September 2018

- Control systems + automation + systems engineering
- Drives, motors + switchgear
- Energy management + environmental engineering
- Plant maintenance, test + measurement **FOCUS**
- Sensors, switches + transducers

Ad booking/editorial: 10 August 2018

Ad material: 17 August 2018

October 2018

- Analytical instrumentation
- Cables + accessories
- Control systems + automation
- Earthing + lightning protection **FOCUS**
- Pressure + level measurement + instrumentation

Ad booking/editorial: 7 September 2018

Ad material: 14 September 2018

November 2018

- Drives, motors + switchgear **FOCUS**
- Energy management + environmental engineering: Lighting
- Industrial Internet of Things + Industry 4.0
- Plant maintenance, test + measurement
- Temperature measurement + instrumentation

Ad booking/editorial: 12 October 2018

Ad material: 19 October 2018

December 2018

- Control systems, automation + systems engineering
- Flow measurement + instrumentation
- Hazardous areas + safety **FOCUS**
- Transformers + substations

Ad booking/editorial: 2 November 2018

Ad material: 9 November 2018

2019

January 2019

- Control systems + automation
- Drives, motors + switchgear
- Earthing + lightning protection
- Energy management + environmental engineering
- Pressure + level measurement
- Power Quality, standby + back-up

Ad booking/editorial: 30 November 2018

Ad material: 7 December 2018

February 2019

- Cables + accessories
- Control systems + automation
- Control valves + electric actuators
- Sensors, switches + transducers
- Transformers + substations

Ad booking/editorial: 11 January 2019

Ad material: 18 January 2019

March 2019

- Drives, motors + switchgear
- Energy management + environmental engineering
- Hazardous areas + safety
- Industrial Internet of Things (IIoT) + Industry 4.0
- Plant maintenance, test + measurement
- Temperature measurement

Ad booking/editorial: 8 February 2019

Ad material: 15 February 2019

April 2019

- Control systems + automation + systems engineering
- Electrical protection + safety
- Flow measurement + instrumentation
- Lighting
- Transformers + substations

Ad booking/editorial: 8 March 2019

Ad material: 15 March 2019

May 2019

- Analytical instrumentation
- Control systems + automation
- Drives, motors + switchgear
- Energy management + environmental engineering
- Sensors, switches + transducers
- Power Quality, standby + back-up

Ad booking/editorial: 5 April 2019

Ad material: 12 April 2019

June 2019

- Cables + accessories
- Control systems + automation
- Electrical protection + safety
- Plant maintenance, test + measurement
- Pressure + level measurement + instrumentation

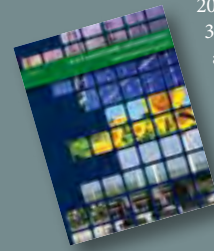
Ad booking/editorial: 10 May 2019

Ad material: 17 May 2019

CIRCULATION

Architectural/town planning	292
Associations	440
Chemical/petrochemical	86
Consulting engineers, major contractors, systems integrators	395
Education and training	372
Equipment suppliers	488
Food and beverage	85
General manufacturing and engineering	1608
Mining, quarrying and mineral processing	340
Pharmaceutical	20
Power generation/transmission/distribution	346
Promotional and media	125
Pulp and paper/forestry/agriculture	16
Water/waste water	87
TOTAL	4 700

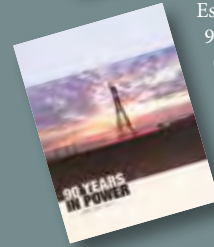
2012
3rd Edition Energy
and EnviroFiciency
Handbook



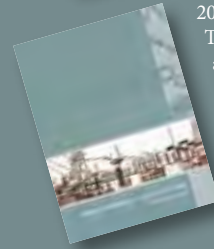
2013
Industrial
Communications
Handbook



Eskom:
90 Years in Power
(1923 - 2013)



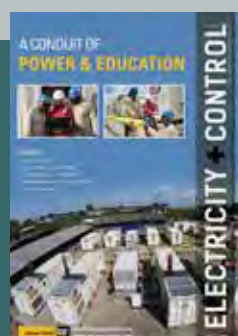
2014
Transformers
and Substations
Handbook



2015
Energy
Efficiency
Handbook



2016
Industrial
Communications
Handbook



2018 Advertising rates*				
Description	Casual	3 insertions	6 insertions	12 insertions
Outside Front Cover	Special package offered on request			
Inside Front Cover	Package X 6 @ R19 500 per insert			
Inside Back Cover	Package X 6 @ R19 500 per insert			
Outside Back Cover	Package X 6 @ R19 500 per insert			
Full Page	R22 050	R21 800	R20 160	R19 500
Double Page Spread (DPS)	R34 890	R33 560	R32 780	R31 900
Half Page DPS	R23 260	R21 600	R21 000	R20 200
Half Page (H or V)	R17 190	R15 650	R14 840	R13 890
Third Page (H or V)	R14 500	R13 950	R12 500	R11 900
Quarter Page (standard)	R12 200	R11 180	R10 300	R9 800
Strip (H)	R9 175	R8 960	R8 640	R8 200
Loose Insert	A5 - R13 890		A4 - R19 700	
4 Page insert (pinned)	R19 700			
Advertorial	A4 - As per 12 insert rate per size			

*All of the above rates exclude VAT.

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

Cover: Client to supply high resolution portrait photograph and logo for cover. For the cover story the client has to supply 500 words (copy) and 1 high resolution photograph - plus necessary URLs for online package.

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
DPS	297 X 420	277 X 400	303 X 426
Full Page	297 X 210	260 X 180	303 X 216
Half Page (V)	260 X 90		
Half Page (H)	130 X 180		
A5	180 X 120		
DPS Half Page (H)	140 X 420		
Third (V)	260 X 55		
Third (H)	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

Editor:

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ONLINE ADVERTISING			
Website banners	Casual	2 to 5	6 to 12
Standard rectangle	2,600	2,530	2,440
Standard square	3,650	3,560	3,420
Standard tall	5,870	5,700	5,490
Large rectangle	5,360	5,210	5,010
Large square	6,650	6,440	6,230
Wide banner	7,070	6,910	6,650

eNewsletter	Casual	2 to 5 (annually)	6 to 12 (annually)
Top banner	4,500	4,330	4,210
Centre banner	4,260	4,100	3,990



E+C Spot ON	
Special rates for advertisers in Electricity + Control per link in a feature per month	
Size (pixel width X pixel height)	Rates
Standard rectangle banner (235 X 175)	R3 420
Standard tall banner (235 X 350)	R5 485
Rates for advertising per link in a section per month (ex VAT) (rates increase annually in January)	



Deadlines:

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

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

Material requirements:

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



Informing industry across Africa

African Fusion | Capital Equipment News | Construction World | Electricity + Control | Lighting in Design
MechChem Africa | Modern Mining | Modern Quarrying | Sparks Electrical News

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