

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 remains a member of the ABC with a print circulation, based on combining the databases of its predecessors, of 4 500 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

2018

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

Print readership profile of *MechChem Africa* based on 4 500 distributed copies

Industry sector	Percent %
Chemical and mechanical engineers in industry	26.93
SAChE IChemE, Chemical and petrochemical processing	15.47
Associations and training centres	10.92
Product distributors	10.08
Welding and fabrication	9.98
Mining, metallurgy and cement	8.40
Corporate communication	5.08
Municipalities and local government	5.03
Food, beverage and pharmaceuticals	3.20
Water, wastewater and pollution management	2.09
Engineering consultants, designers and contractors	1.70
Power generation	1.11
Totals	100 %

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.

Product and industry news: A collection of short industry news items in support of advertisers and industry. This is an opportunity for companies and advertisers to promote new engineering products, components or service offerings via short articles and photographs.

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

2018 Quarterly features

MechChem Africa covers a very 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, drives, motors, bearings, bushes and seals

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

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, materials and beneficiation

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, flotation 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

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. The 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

This feature supports companies that specialise in developing systems and manufacturing, 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

Asset, maintenance and risk management, lubrication, filtration and safety

There is an increasing drive towards maximising productivity from equipment, extending its life 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, conveying, lifting and logistics

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

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

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 solutions

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

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.

Chemical and petrochemical industries, oil and gas

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 chemical and petrochemical industry offering, including plastics, fertilisers, lubricating oils and waxes.

Power generation, sustainable energy and energy management

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.

Environmental, toxic waste management and cleaning technologies

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.

Local manufacturing, production and food processing

High quality manufacturing machinery and processes are essential for any African country, including South Africa, wanting to be globally competitive, which is key to economic growth and prosperity. This feature focuses on successful manufacturing solutions and experiences with a view to fostering localisation. Topics covered include: process control equipment and monitoring, plant software and sensors, production management and plant efficiency, local manufacturing success stories and processes, NC-machines, lathes, milling machines, boring machines, bending, forming, pressing, stamping and cutting processes and machinery, plasma and laser cutting equipment and joining techniques.



Issue	Editorial Deadline	Booking Deadline	Material Deadline
January	14-Dec	14-Dec	05-Jan
February	19-Jan	26-Jan	02-Feb
March	21-Feb	28-Feb	05-Mar
April	21-Mar	30-Mar	04-Apr
May	25-Apr	27-Apr	04-May
June	25-May	30-May	05-Jun
July	22-Jun	29-Jun	04-Jul
August	25-Jul	31-Jul	06-Aug
September	24-Aug	29-Aug	05-Sep
October	24-Sep	28-Sep	05-Oct
November	26-Oct	30-Sep	07-Nov
December	19-Nov	26-Nov	30-Nov
2019			
January	14-Dec	14-Dec	04-Jan
February	24-Jan	29-Jan	05-Feb
March	22-Feb	27-Feb	06-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		
Third vertical	260 x 55		
Third horizontal	85 x 180		
Quarter vertical	130 x 100		
Quarter horizontal	65 x 180		
Strip	50 x 180		
Footer strip	30 x 180		

* Material requirements: press optimised PDF files, minimum 300 dpi, centred, with bleed and saved as CMYK.

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Terms of acceptance apply:
 (<http://crowns.co.za/advertising>)

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

PRINT ADVERTISING

2018 Advertising rates*		
Description	Casual 1 to 3	4 to 12
Outside Front Cover: Price on request		
Double Page Spread (DPS)	32 894	29 339
Full Page	21 817	18 004
Half Page DPS	23 262	20 548
Half Page (H or V)	16 615	13 539
Third page (H or V)	14 068	11 633
Quarter Page (standard)	10 998	9 825
Strip	9 157	7 981
Footer strip	4 700	4 300
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 rates exclude VAT.

ONLINE ADVERTISING

Website banners	Size: wide x high	Casual	2 to 5	6 to 12
Standard rectangle	235 pixels w x 175 h	2 600	2 530	2 440
Standard square	235 pixels w x 235 h	3 650	3 560	3 420
Standard tall	235 pixels w x 350 h	5 870	5 700	5 490
Large rectangle	325 pixels w x 245 h	5 360	5 210	5 010
Large square	325 pixels w x 325 h	6 650	6 440	6 230
Wide banner	600 pixels w x 110 h	7 070	6 910	6 650

eNewsletter	Size: wide x high	Casual	2 to 5 (annually)	6 to 12 (annually)
Top banner	600 pixels w x 110 h	4 500	4 330	4 210
Centre banner	600 pixels w x 110 h	4 260	4 100	3 990

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

*All 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.

