

MODERN

QUARRYING



CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

Modern Quarrying's editorial stance is to deliver objective and incisive information with coverage done through face-to-face interviews with the people and companies that make up this important sector of the economy, 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, legal requirements, 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.

The quarterly B2B magazine has positioned itself as a valuable reference tool and a must read for quarry operators and suppliers.

Modern Quarrying is targeted at aggregate and sand producers, the open-pit mining sector, dimension stone, the ready mix industry, contractors, recyclers and industry suppliers. With an average controlled free distribution base of 2 500 copies, the magazine is distributed nationally to a targeted database.

The ABC-certified publication is complemented by an online, interactive website. Another important platform is the monthly **eModern Quarrying** news letter which covers the latest news and views, together with print and online advertising opportunities.

Please contact the editor directly for editorial deadlines.

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

RATECARD
2018/2019

2018 Advertising rates*		
Description	1 - 2 Inserts	3 - 4 Inserts
Outside Front Cover	R 39 000 (includes an online advertisement and DPS cover story)	
Double Page Spread (DPS)	R 31 650	R 27 400
Full Page	R 18 000	R 17 400
Half Page (H or V)	R 13 500	R 12 650
Third Page (H or V)	R 11 600	R 11 200
Quarter Page (standard)	R 10 350	R 9 750
Strip (horizontal)	R 8 650	R 8 250
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.

Modern Quarrying deadlines for 2018 and 2019

Issue	Editorial Deadline	Advertising Deadline	Material Deadline
Quarter 1	01/12/2017	15/01/2018	22/01/2018
Quarter 2	01/03/2018	19/03/2018	26/03/2018
Quarter 3	01/06/2018	16/07/2018	23/07/2018
Quarter 4	03/09/2018	15/10/2018	22/10/2018

Issue	Editorial Deadline	Advertising Deadline	Material Deadline
Quarter 1	03/12/2018	14/01/2019	21/01/2019
Quarter 2	01/03/2019	18/03/2019	26/03/2019
Quarter 3	03/06/2019	15/07/2019	22/07/2019
Quarter 4	02/09/2019	14/10/2019	21/10/2019

2018

2019

ONLINE ADVERTISING

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

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

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



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 of the month prior.
- Material: 25th of the month prior.

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



Informing industry across Africa

www.modernquarryingmagazine.co.za

Editor: Dale Kelly

Cell: +27(0) 83 419 9162

Email: dalek@crown.co.za

Advertising manager: Bennie Venter

Tel: +27 (0)11 622-4770

Cell: +27(0) 82 852 5026

Email: benniev@crown.co.za

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Crown Publications cc, 2 Theunis Street, Bedfordview | PO Box 140, Bedfordview, 2008 | www.crown.co.za

