

Rate Card 2016

The latest products, equipment & services for the general manufacturing & engineering sectors

2016 Advertising rates:

Full colour

Number of insertions	6-7	3-5	1-2
Full Page	26 804	28 474	31 772
Half Page	15 448	16 909	18 421
Quarter Page	9 119	9 945	10 835

Guaranteed Prime Positions

- Outside Back Cover + 25%
- Inside Back Cover + 20%
- Inside Front Cover + 20%
- Centre Double Page Spread + 15%
- Outside Front Cover Strip R23 940
- Conventional Advertisements + 20%

- Front Cover - price on request
- All rates are exclusive of VAT and quoted in ZAR
- Advertising contracts are to be used within a 12-month period

Loose Inserts: Price on application. Delivery of inserts to JHB for own account

- Direct mail facility available on request

Additional marketing tools

Prices and specifications on request:

- Belly bands
- Strip Ads
- Custom Publishing
- Cover Flap (Half Cover)
- Gatefold
- Double Gatefold
- Post-It Note
- Bookmark

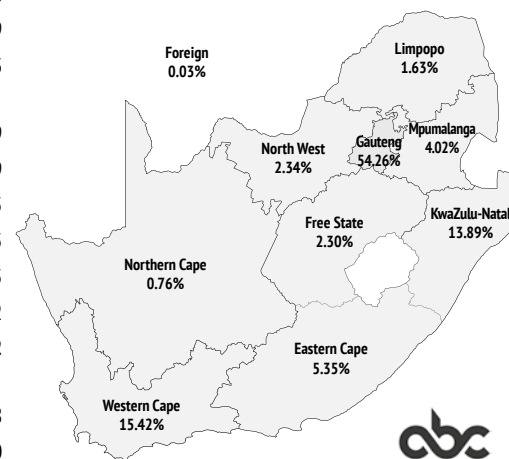
Industrial distribution

- Manufacturing 74,64%
- Automotive transport & Transportation 8,50%
- Building & Construction 7,54%
- Merchants, Suppliers, Contractors 6,70%
- Municipal, Provincial & Government 1,42%
- Ad Agencies, PR & Promotional copies 1,2%



Geographical distribution & Occupational title

1. General management	37 609
2. Engineering	3 016
3. Production/operations	2 359
4. Professional	1 563
5. Government/provincial/municipal/other	669
6. Information services/R&D	1 399
7. Administration/buying	1 215
8. Marketing/sales/distribution	695
9. Wholesale merchants	475
10. Technicians	432
Sub-Total	49 432
11. Ad agencies/PR consultants & promotional copies	568
Grand Total	50 000



Editorial profile

Industrial Buyer's association with Matrix Marketing guarantees an unparalleled circulation database. Matrix Marketing, the country's largest corporate information bureaux, is renowned for its database management, offers well targeted and clearly focused markets, superior sorting criteria and the most accurate data. This is supported by New Media's own multimillion-Rand computer system and the maintenance of top-notch circulation lists for all its journals. By making use of these circulation lists, Industrial Buyer is ensured extensive coverage of the packaging and printing; food and beverage; as well as pharmaceutical and cosmetics manufacturing industries; the building and construction sector; and transport industry. This extensive readership base also includes information drawn from Factory Equipment & Materials (FEM) and The Pulse Buyer's Guide (PBG), to cover electrical, electronic and general manufacturing and engineering. With a constant updating facility, all databases retain their clear focus while keeping track of your target audience. Aimed at an audience in excess of 50 000, Industrial Buyer provides saturation coverage for products or services throughout these sectors, as well as municipal, provincial and government departments.

Contacts

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Technical Data

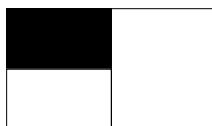
Conventional bleed material must be supplied allowing 3mm all round



Full Page Type Area
265mm (w) x 180mm (h)
Full Page Trimmed Size
282mm wide (w) x 200mm (h)



Half Page Type Area
128mm (w) x 170mm (h)



Quarter Page Type Area
128mm (w) x 85mm (h)



Conventional Advertising Full Page Type Area
265mm (w) x 180mm (h)
Full Page Trimmed Size
282mm (w) x 200mm (h)

Frequency

Published seven times a year

Issue	Material Deadline
January/February	11/12
March/April	18/02
May/June	11/04
July/August	27/06
September	22/08
October	28/09
November/December	26/10

Production specifications

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
 - All fonts and images must be embedded and all images should be 300dpi, CMYK
 - Files must be supplied as single pages
 - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
 - Photoshop – EPS, TIFF and JPG files (flatten image)
 - Illustrator – EPS or AI files (create outlines for text)
 - InDesign – (Package)

If changes are required, please supply open files
Additional charges apply to design alterations

Industrial Buyer Online is an easy-to-use information portal for manufacturing and engineering professionals in southern Africa.

- The online user interface has been designed with the latest web technologies to make the website more attractive, highly accessible and easy-to-use, something that is often overlooked in South African internet markets
- Users also have the facility to stay up-to-date with industry news & product updates by subscribing to the newsletter
- The entire website is structured in such a way that the user can find the information they are looking for in a hassle-free way, bridging the gap between buyer and seller. Studies have shown that a good user experience is vital, now more than ever, to convert visitors into buyers of your products.

Targeted online audience

- General manufacturing management
- Building & construction professionals
- Engineering professionals
- Production operators
- Governmental, provincial and municipal officials
- Research and development teams
- Marketing managers
- Distribution personnel
- Wholesale merchants
- Technicians

Advertising packages

(Cost per annum excl. VAT)

Option 1 - R20 875

- Premium listing
- 5 product pages
- Brochures (up to 50 pages in total)

Option 2 - R41 750

- Premium listing
- 10 product pages
- Brochures (up to 200 pages)

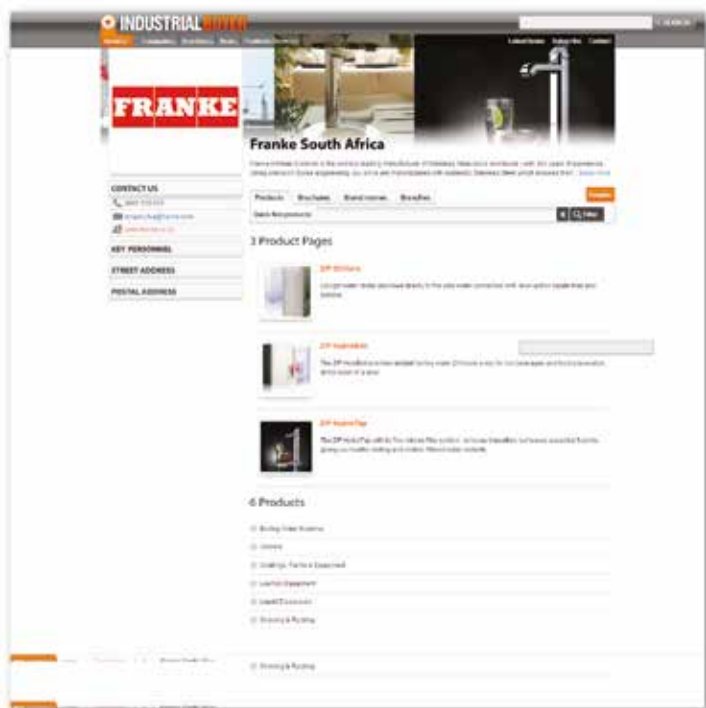
Option 3 - R62 625

- Premium listing
- 15 product pages
- Brochures (up to 500 pages)

Premium listings

Advertisers will enjoy the benefit of prominence. Premium listings will be promoted to the top of every search result page. Each premium listing includes:

- Logo (on actual page and on search results page)
- Cover image/banner
- No advertising by third parties on your page
- Enhanced contact details:
 - Multiple telephone, fax and cell numbers; email addresses; and websites
 - Skype/Facebook/Twitter/LinkedIn/social media links
- Key personnel contact details
- Branches
- Brand names
- Brochures
- Product Pages



e-Newsletters

The Industrial Buyer e-newsletters are sent to 20 000 readers within the industry who have opted in to receive it. The editorial team goes to great lengths to ensure the information portrayed is factual and current, guaranteeing readers look to the newsletters to keep them abreast of the latest developments in their industry.

The banner specs:

1,160 x 200 pixels
Format: JPG or PNG

Banner rate:

Top banner: R 6 260
2nd banner: R 3 750
3rd banner: R 2 500
Bottom banner: R 2 080
Full sponsorship: Total R 14 590

Excludes VAT

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