

## Rate Card 2017

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

### 2017 Advertising rates:

#### Full colour

Number of insertions	6-7	3-5	1-2
Full Page	35 300	37 500	41 855
Half Page	20 350	22 250	24 260
Quarter Page	12 000	13 100	14 270

#### Guaranteed Prime Positions

- Outside Back Cover + 25%
- Inside Back Cover + 20%
- Inside Front Cover + 20%
- Centre Double Page Spread + 15%
- Outside Front Cover Strip R26 300
- 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

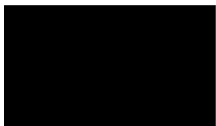
### Additional marketing tools

#### Prices and specifications on request:

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

### Technical Data

Conventional bleed material must be supplied allowing 3mm all round

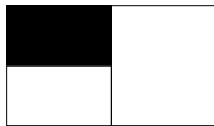


**Full Page Type Area**  
265mm (w) x 180mm (h)

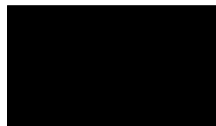
**Full Page Trimmed Size**  
282mm wide (w) x 200mm (h)



**Half Page Type Area**  
130mm (w) x 166mm (h)



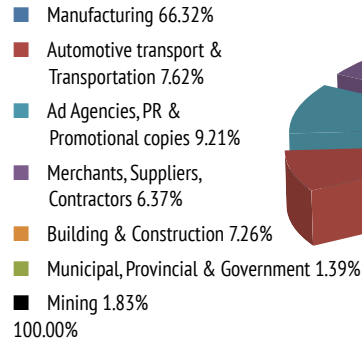
**Quarter Page Type Area**  
130mm (w) x 80mm (h)



**Conventional Advertising Full Page Type Area**  
265mm (w) x 180mm (h)

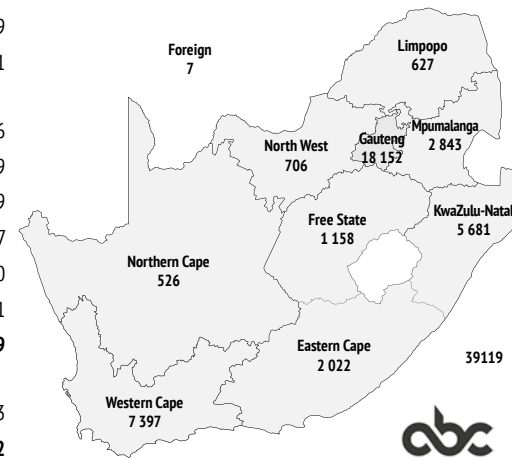
**Full Page Trimmed Size**  
282mm (w) x 200mm (h)

### Industrial distribution



### Geographical distribution & Occupational title

1. General management	30614
2. Engineering	2143
3. Production/operations	1359
4. Professional	1311
5. Government/provincial/municipal/other	666
6. Information services/R&D	1259
7. Administration/buying	979
8. Marketing/sales/distribution	747
9. Wholesale merchants	0
10. Technicians	41
<b>Sub-Total</b>	<b>39 119</b>
11. Ad agencies/PR consultants & promotional copies	933
<b>Grand Total</b>	<b>40 052</b>



### 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 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.



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### Frequency

Published seven times a year

Issue	Material Deadline
January/February	12/12
March/April	1/3
May/June	11/5
July/August	6/7
September	1/9
October	3/10
November/December	7/11

### 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 – R 36 000**

- Premium Listing
- 10 product pages
- Brochures (up to 150 pages)
- Enquiries from website

**Option 2 – R 66 000**

- Premium Listing
- 10 product pages
- Brochures (up to 200 pages)
- Lead generation campaign for 6 x months

**Option 3 – R 96 000**

- Premium Listing
- 15 product pages
- Brochures (up to 500 pages)
- Lead generation campaign for 12 x months

**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 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 7 000  
Bottom banner: R 5 000  
Full sponsorship: Total R 10 000

Excludes VAT

**Johannesburg Office:**

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**INDUSTRIAL BUYER**  
THE LATEST PRODUCTS, EQUIPMENT & SERVICES FOR THE GENERAL MANUFACTURING & ENGINEERING SECTORS

**NEW Pure Black Box**  
Power Quality Analyzer

**Impact Power Innovations**  
Range: Efficiency through power quality

**THE FUTURE OF POWER QUALITY IN HIGH DEFINITION**

The innovative design of the Elspec G4400 BLACKBOX device series is the most advanced power meter in the market today. The G4400 provides accurate detection and isolation of power quality anomalies for effective preventative maintenance. Its enhanced capabilities are uniquely adaptable to address the individual needs of almost any business or application...

**MANUFACTURING INDABA EXTENDS FOCUS TO SMALL BUSINESS**

The Manufacturing Indaba, in partnership with the dti, has identified small business as a key focus area for the 2016 event. The national event, to be held on the 28th and 29th June 2016 at Emperors Palace, Ekurhuleni will include the launch of the Small Business Indaba, which will take place on 27th June 2016. The one-day conference is specifically focused on the growth opportunities for entrepreneurs within manufacturing who run small business operations...

**INTERBUILD AFRICA 2016 – BUILDING & CONSTRUCTION UNDER ONE ROOF**

Interbuild Africa, one of the largest building and construction trade exhibitions in Africa, is specifically targeted at the small- to medium-sized building contractor and will be taking place at the Johannesburg Expo Centre, Nasrec from 17-20 August 2016. Interbuild Africa brings almost 7000 industry buyers under one roof for four days to source products and services from more than 300 exhibiting companies...