

# Industrial BUYER

## Rate Card 2019

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

### 2019 ADVERTISING RATES:

#### Full colour

Number of insertions	5-6	3-4	1-2
Full Page	29 050	30 950	34 550
Half Page	17 850	20 250	22 050
Quarter Page	10 950	11 800	13 250

#### Guaranteed Prime Positions

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

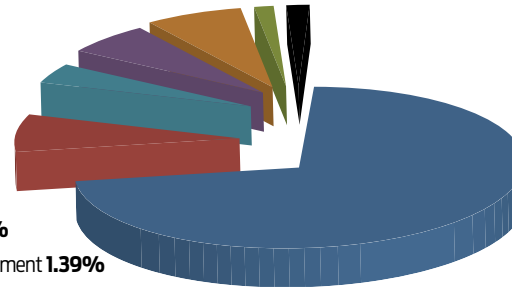
### ADDITIONAL MARKETING TOOLS

#### Prices and specifications on request:

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

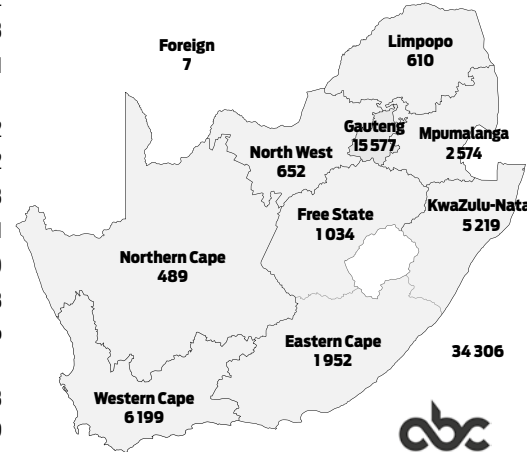
### INDUSTRIAL DISTRIBUTION

- Manufacturing **72,28%**
- Automotive transport & Transportation **7,62%**
- Ad Agencies, PR & Promotional copies **3,93%**
- Merchants, Suppliers, Contractors **5,98%**
- Building & Construction **7,01%**
- Municipal, Provincial & Government **1,39%**
- Mining **1,79%**
- 100.00%**



### GEOGRAPHICAL DISTRIBUTION & OCCUPATIONAL TITLE

1. General management 26 894
  2. Engineering 1 852
  3. Production/operations 1 203
  4. Professional 1 191
  5. Government/provincial/municipal/other 602
  6. Information services/R&D 1 042
  7. Administration/buying 863
  8. Marketing/sales/distribution 621
  9. Wholesale merchants 0
  10. Technicians 38
  11. Ad agencies/PR consultants & promotional copies 193
- Sub-Total 34 306**
- Grand Total 34 499**



### EDITORIAL FEATURES 2019

**Jan/Feb**  
Automation & Digitalisation

**March/April**  
Finance  
Packaging

**May/June**  
Building and Construction  
(incl. Health & Safety)

**July/August**  
Mining (incl. Health & Safety)

**Sept/Oct**  
Sustainability and Environmental Management

**November**  
Materials Handling & Logistics



### CONTACTS

**Sales Executive:** Aneta Silva  
Tel +27 82 445 6086 | aneta.silva@newmedia.co.za

**Sales Executive:** Daleen Filbey  
083 409 3119 | daleen.filbey@newmedia.co.za

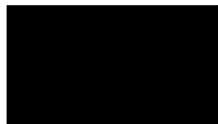
**Sales Executive:** Cheryl Masters  
067 179 4464 | Cheryl.masters@newmedia.co.za

**Production Controller:** Pam Moodley  
pam.moodley@newmedia.co.za

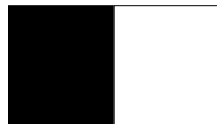
**Editor:** Varushka Padayachi  
Tel +27 11 713 9010 | varushka.padayachi@newmedia.co.za

### TECHNICAL DATA

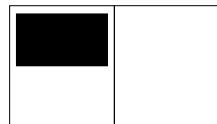
Conventional bleed material must be supplied allowing 3mm all round



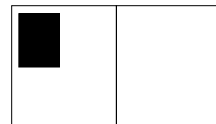
**DPS Page Trimmed Size**  
336mm wide (w) x 238mm (h)



**Full Page Trimmed Size**  
168mm wide (w) x 238mm (h)



**Half Page Trimmed Size**  
148mm wide (w) x 105mm (h)



**Quarter Page ad**  
72mm (w) x 100mm (h)

**DPS Page Type Area**  
316mm (w) x 218mm (h)

**Full Page Type Area**  
148mm (w) x 218mm (h)

### FREQUENCY

Published six times a year

**Jan/Feb**  
Advertising sales close: 13/12  
Material Deadline: 11/01

**March/April**  
Advertising sales close: 05/03  
Material deadline: 13/03

**May/June**  
Advertising sales close: 10/05  
Material deadline: 14/05

**July/August**  
Advertising sales close: 10/07  
Material deadline: 12/07

**Sep/Oct**  
Advertising sales close: 10/09  
Material deadline: 17/09

**November**  
Advertising sales close: 30/10  
Material deadline: 01/11

### PRODUCTION SPECIFICATIONS

1. All material must be supplied in digital format to New Media specifications.
2. 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
3. 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 78 000**

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

**Option 3 – R132 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

**Website Banner:**

R 10,000 excl. VAT per month on the home page of the Industrial Buyer website.

**Johannesburg Office:**

Ground floor, Media Park, 69 Kingsway Avenue, Auckland Park, 2092

Tel: +27 (0)11 877 6111  
Fax: +27 (0)11 713 9024



With the South African economy officially in a recession, businesses need to manage their costs in order to weather the storm. Manufacturers especially need to ensure their equipment remains effective and runs optimally at all times. Pyrotec advises manufacturers to first consider their return on investment when purchasing new equipment. Being part of Industry 4.0 comes with its own safety concerns. Automating your factory and investing in high tech robotics also means you need to have contingency plans in place for the humans that work with these machines. Read about how SICK Automation implemented unique safety solutions at a Swedish robot company. In this edition we bid farewell to an icon of SA engineering, Andrew Mentis, who passed away in June this year. We also celebrate new staff appointments that are shaping the industry, namely the appointment of Goscor Lift Truck's first female technician.

**ICON OF SA ENGINEERING PASSES AWAY AT 97**

South Africa's "grating man" Andrew Mentis, founder of steel floor grating specialist Andrew Mentis (Pty) Ltd, passed away on 17 June 2018 in Johannesburg at the age of 97, four days before he would have turned 98. His contribution to the engineering industry was recognised by his position as a Fellow of the Institute of Engineering Technology, the Institute of Production Engineers and the SA Institute of Industrial Engineers. He was a Life Member of the SA Society for Professional Engineers, as well as a member of the SA Institute of Mechanical Engineers and the Engineers Association of SA.



**NEW EXECUTIVE MD FOR CUMMINS AFRICA AND MIDDLE EAST**

Cummins announced the appointment of Thierry Pimi as executive managing director, Cummins Africa and Middle East Area Business Organization (ABO) as of 1 September 2018. Mr Pimi is currently managing director – Cummins southern Africa Region and succeeds Mr Gino Butera. Mr Pimi is taking the reigns from Mr Gino Butera, who is relocating to the United States of America to assume the role of vice president, Power Generation.

