

Rate card 2012



Dependent on participation, the features list for 2012 will take the format outlined below.

As usual CEN will continue to cover general news: product launches, exhibitions and shows, industry updates, products and services, contracts, appointments, training, Corporate responsibility and environmental issues etc.

The *Industry Insight* column will now run quarterly, starting in February, so I encourage you to propose an industry leader for interviewing.

New each month is our informal *Captain of Industry* snippet, where CEN takes a peek behind the scenes to see what makes our industry leaders 'tick'. Our ever popular *Company Profile* is available each month, so please contact Marianna for pricing and book your space before there isn't any!

JANUARY

Equipment replacement/re-manning [C]
Underground equipment [M]
Driver training [OR]
Mining machinery and vehicles [T&T]
Fleet management [F&L]
Insuring equipment [FIN]
Health and safety in all sectors [GEN]

FEBRUARY

Into Africa and beyond [C]
Surface equipment [M]
Innovations [OR]
Agriculture, forestry and others [T&T]
Supply chain [F&L]
The cost benefits of re-manning [FIN]
Lifting [GEN]

MARCH

Road making equipment [C]
Into Africa and beyond [M]
Focus on safety [OR]
Construction machinery and vehicles [T&T]
Bulk handling [F&L]
Forecast [FIN]
Tips [GEN]

APRIL

Equipment replacement/re-manning [C]
Underground equipment [M]
Driver training [OR]
Mining machinery and vehicles [T&T]
Fleet management [F&L]
Insuring equipment [FIN]
Health and safety in all sectors [GEN]

MAY

Into Africa and beyond [C]
Surface equipment [M]
Innovations [OR]
Agriculture, forestry and others [T&T]
Supply chain [F&L]
The cost benefits of re-manning [FIN]
Lifting [GEN]

JUNE

Road making equipment [C]
Into Africa and beyond [M]
Focus on safety [OR]
Construction machinery and vehicles [T&T]
Bulk handling [F&L]
Forecast [FIN]
Tips [GEN]

JULY

Equipment replacement/re-manning [C]
Underground equipment [M]
Driver training [OR]
Mining machinery and vehicles [T&T]
Fleet management [F&L]
Insuring equipment [FIN]
Health and safety in all sectors [GEN]

AUGUST

Into Africa and beyond [C]
Surface equipment [M]
Innovations [OR]
Agriculture, forestry and others [T&T]
Supply chain [F&L]
The cost benefits of re-manning [FIN]
Lifting [GEN]

SEPTEMBER

Road making equipment [C]
Into Africa and beyond [M]
Focus on safety [OR]
Construction machinery and vehicles [T&T]
Bulk handling [F&L]
Forecast [FIN]
Tips [GEN]

OCTOBER

Equipment replacement/re-manning [C]
Underground equipment [M]
Driver training [OR]
Mining machinery and vehicles [T&T]
Fleet management [F&L]
Insuring equipment [FIN]
Health and safety in all sectors [GEN]

NOVEMBER

Into Africa and beyond [C]
Surface equipment [M]
Innovations [OR]
Agriculture, forestry and others [T&T]
Supply chain [F&L]
The cost benefits of re-manning [FIN]
Lifting [GEN]

DECEMBER

Road making equipment [C]
Into Africa and beyond [M]
Focus on safety [OR]
Construction machinery and vehicles [T&T]
Bulk handling [F&L]
Forecast [FIN]
Tips [GEN]



KEY

[C] = Construction [OR] = On road trucks
[M] = Mining [GEN] = General
[FIN] = Finance [F&L] = Freight and logistics
[T&T] = Tyre and track

Please contact the Editor for any queries regarding these 'Features'.

Advertisement sizes and specifications

<p>DPS (2xA4)</p> <p>Type area: 277mm deep x 400mm wide</p> <p>Trim size: 297mm deep x 420mm wide</p> <p>Bleed: 303mm deep x 426mm wide</p>	<p>A4</p> <p>Type area: 260mm deep x 180mm wide</p> <p>Trim size: 297mm deep x 210mm wide</p> <p>Bleed: 303mm deep x 216mm wide</p>	<p>A5: 180mm deep x 120mm wide</p> <p>½ A4: Vertical 260mm deep x 90mm wide Horizontal 130mm deep x 180mm wide</p> <p>⅓ A4: 260mm deep x 55mm wide or 85mm deep x 180mm wide</p> <p>¼ A4: 130mm deep x 100mm wide or 65mm deep x 180mm wide</p> <p>Strip: 50mm deep 180mm wide</p>
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Material requirements: Press-optimised (300 dpi) PDF files, centred, with bleed and saved as CMYK. Colour proof required.

2012 Full colour advertising rates per insertion (excl VAT)

Size	Casual	2-4 insertions	5-8 insertions	9-11 insertions	12 Insertions
DPS (2xA4)	R 24 610	R 24 290	R 23 860	R 23 330	R 22 680
Full page (A4)	R 14 960	R 14 660	R 14 340	R 14 020	R 13 520
Half page	R 11 300	R 11 020	R 10 700	R 10 280	R 9 650
Half page DPS	R 16 050	R 15 620	R 15 200	R 14 770	R 14 230
Third page	R 9 740	R 9 520	R 9 310	R 8 990	R 8 560
Quarter page	R 8 590	R 8 270	R 8 060	R 7 630	R 7 100
Strip adverts	R 6 480	R 6 310	R 6 020	R 5 900	R 5 780

COVERS

- Front cover R 38 000 includes 2 pages editorial/cover story
- IFC + IBC + OBC space + 30%
- Specified position space + 20%
- All rates exclude VAT

Contact Marianna for pricing on 'Additional Packages' and Advertorial costs.

Booking Schedule 2012-2013

Cover date	Cover booking	Advert booking	Material Deadline	Editorial submissions
January 2012	First week December	2 December 2011	9 December 2011	9 December 2011
February	First week January	19 January	26 January	26 January
March	First week February	17 February	24 February	24 February
April	First week March	19 March	26 March	26 March
May	First week April	17 April	24 April	24 April
June	First week May	22 May	29 May	29 May
July	First week June	20 June	27 June	27 June
August	First week July	19 July	26 July	26 July
September	First week August	17 August	24 August	24 August
October	First week September	17 September	25 September	25 September
November	First week October	17 October	24 October	24 October
December	First week November	15 November	22 November	22 November
January 2013	First week December	7 December	14 December	14 December

TERMS OF ACCEPTANCE:

1. No cancellation of space booking will be accepted after each copy deadline.
2. All copy for advertisements is subject to approval by the publisher, who reserves the right to decline or cancel any advertisement or series of advertisements.
3. The proprietor and publisher shall not be liable for any loss incurred by the failure of an advertisement to appear on any special date, or at all, for any cause whatsoever.
4. No responsibility will be accepted by the publisher for loss arising from typographical errors.
5. It is the client's responsibility to supply material suitable for space bookings by copy deadlines. If copy is not forthcoming, the publisher has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
6. Payment is due on publication.
7. Please note, all advertising and production charges are subject to VAT. Reproduction costs are additional and subject to VAT.

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