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Modern industry, be it a mine, a process industry, a manufacturing plant or a power generating plant, has to be globally competitive. Competition pegs the price and, while cost-effectiveness is extremely important, quality is equally important and must be maintained. Increasing electricity rates makes optimisation of energy usage vital. Lessons learned from related processes should be shared with others in the industry which is the purpose of Electricity+Control, a publication which focuses on energy and information. Electricity+Control prides itself on the credibility of its editorial content. Electricity+Control provides a platform for industry to share knowledge, experience, information and solutions to engineering challenges.

Electricity+Control is also published on-line. Visit [www.crown.co.za/electricity\\_control.htm](http://www.crown.co.za/electricity_control.htm) to register.

## CIRCULATION: 4900 monthly

Architectural/town planning	405	Equipment suppliers	566	Power generation/transmission/distribution	447
Associations	530	Food and beverage	117	Promotional and media	113
Chemical/petrochemical	122	General manufacturing and engineering	1429	Pulp and paper/forestry/agriculture	21
Consulting engineers, major contractors and system integrators	411	Mining, quarrying & mineral processing	346	Subscribers	75
Education and training	154	Pharmaceutical	42	Water/waste water	122

4 900

## FULL COLOUR ADVERTISING RATES 2012 - per insertion (excl VAT)

	Casual	3 Insertions	6 Insertions	12 Insertions
A4	R17 250	R16 250	R14 800	R14 250
A5/ Half A4 (V or H)	R12 250	R11 250	R10 750	R10 100
Third A4 (V or H)	R10 250	R9 950	R8 950	R8 550
1/4 A4 Page	R8 600	R7 875	R7 300	R7 000

## 2012 Energy Efficiency Handbook (ex VAT per insert)

A4 R14 300  
A5 R10 300  
1/3 A4 R8 800  
1/4 A4 R7 500

## WEB ADVERTISING RATES 2012 (per insertion ex VAT for a calendar month)

Standard square	160 pixels wide by 160 pixels high	R2 500
Half standard size	160 pixels wide by 60 or 80 pixels high	R1 800
Taller than standard	160 pixels wide by max 225 pixels high	R4 000

## 2012 Engineering Formulae ON-LINE (ex VAT per insert)

R13 500 per link per annum

All web adverts must be exactly 160 pixels wide: resolution 72 dpi.



April - June 2011:  
4786

## ADVERTISEMENT SIZES:

A4: Type area: 260 mm deep x 180 mm wide Trimmed size: 297 mm deep x 210 mm wide Bleed: 303 mm deep x 216 mm wide	1/2 A4: Vertical: 260 mm deep x 90 mm wide Horizontal: 130 mm deep x 180 mm wide A5: 180 mm deep x 120 mm wide	1/3 A4: 260 mm deep x 55 mm wide or 85 mm deep x 180 mm wide 1/4 A4: 130 mm deep x 100 mm wide or 65 mm deep x 180 mm wide
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## MATERIAL REQUIREMENTS:

Press optimised pdf file saved as CMYK, centred with bleed

## 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 publishers, who reserve the right to decline or cancel any advertisement or series of advertisements.
- 3) The proprietors and publishers 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 publishers 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 publishers have 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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BBBEE Compliant - level 7

## Publishers of:

African Fusion, Capital Equipment News, Chemical Technology, Construction World, Electricity + Control, Housing in Southern Africa, Lighting in Design, Mechanical Technology, Modern Quarrying, Modern Mining, Quantum, Sparks Electrical News.

# FEATURES FOCUS FOR 2012

E + C is distributed within these industries



## Readers and users of E+C are

- Decision makers in the various industries
- Have technical engineering-related qualifications, or technical engineering background
- They use the magazine to keep up to date on the latest technologies and their applications

## Analytical instrumentation *on-line and off-line instrumentation*

field and lab instruments, techniques, on- and off-line analysis, environmental monitoring, pH, redox, conductivity, turbidity, spectroscopy, specific gravity, hygrometry, dissolved oxygen, gas analysis, gas detection, emission monitoring, gas chromatography, chlorine analysis, on-line titration, condition monitoring of all types, remote monitoring and reporting, industrial communications, calibration and installation, laboratory and field instrumentation and calibration, loop calibrators, condition monitoring, non-destructive testing (NDT), test benches and equipment, portable analysers, DMMs, oscilloscopes, disturbance monitoring, accreditation, traceability, test and calibration laboratories, standards, quality assurance, meters and testers, analysers for power and data signals, signal conditioning

## Cables and accessories *everything to do with power, control and data cabling, wiring*

power and industrial communication cabling, cable marking and labelling, cabling strategies, industrial EMC, cable terminations, aerial bundle conductors (ABC), underground cables, cable technologies including XLPE, insulation, copper, aluminium, couplers, jointing, cable glands, protection, termination boxes and cabinets, SPDs and surge arresters, cables for hazardous areas, MV and LV cables, dragchains, wiring, flexible cables and power chains, test and measuring equipment, standards, management of communication and power cables, manufacture, control cables, fibre optic cables, instrumentation cabling, specialised cables such as temperature resistant cables and water resistant cables and all associated cable accessories such as I/O units, connectors, terminal blocks, interface components, protocol converters, etc.

## Control systems and automation *controlling every aspect of your system, including process control and efficient information flow*

MES, ERP, PLC, DCS, SCADA, HMI, process control, control of automated systems, industrial automation, industrial wireless communications, cyber security, energy management systems in buildings, system identification and characterisation, trends in design, realtime applications, self-tuning control, PID, optimisation, installation, power supply, cabling, fieldbus, operator interfaces, mimics and displays, industrial PCs, HMIs, industrial EMC, industrial information and communication technology (ICT) and information engineering, geographic information systems (GIS), modeling, simulation, motion control, stepper motors, shaft encoders, relays, instrumentation, data logging, pneumatic and hydraulic control, positioning, sensors and transducers, valves and actuators, system design and integration, CIM, web cam, CCTV, access control and industrial security systems

## Drives, motors and switchgear *specifying, installing, monitoring, controlling, driving and protecting motors and associated machinery*

ac and dc motors and generators, drives, inverters, rectifiers, premium efficiency drives and motors, energy efficiency in motors relays, starters, power electronics, motor protection, motor rewinding, switchgear, circuit breakers, fuses, motor management, contactors, controllers, EMC and EMI, installation, infrared thermography and maintenance, energy management systems, condition monitoring, vibration monitoring, communications from process to motor, fieldbus and SCADA, manufacture and refurbishment, gearboxes and transmission systems, motion control and servo systems, automation and predictive maintenance of motors and associated machinery

## Earthing and lightning protection *making sure all the equipment works in harsh industrial environments*

earth electrodes, external lightning protection, data cable protection, operation of sensitive equipment in harsh industrial environments, EMC and EMI, shielding, screening, cabling, quality of supply, monitoring of power quality, internal and external lightning protection, surge protection, SPDs, equipment zoning, electrical vs instrumentation and control, site-wide earthing, establishment of zero signal reference grids, lightning detection systems, standards and practice

## Electrical protection and safety *protecting people and equipment in the plant.*

circuit breakers, MCCBs, MCBs, vacuum, oil and SF<sub>6</sub> breakers, fuses, relays, SPDs and surge arresters, earthing and lightning protection, EMC, contactors and switches, condition monitoring, power transmission and protection, MV and LV system protection, motor protection, switchgear, drives, cables and cable accessories, quality of supply, SCADA, geographic information systems (GIS), industrial information technology, industrial security systems, maintenance and refurbishment, standards, safety curtains and safety barriers, hazardous areas

## Are you EnviroFicient? *linking electricity and control to environmental issues.*

renewable and alternative energy sources: solar, wind, wave, biomass, geothermal, fuel cells, nuclear, clean development mechanism (CDM) – carbon credits, carbon footprint, Kyoto Protocol, global trends, Energy Efficiency Accord, demand side management (DSM), lighting, water and general heating, cooling and airconditioning, energy efficiency system design, implementation and monitoring, process energy optimisation (PEO), environment, energy reduction, emissions monitoring, pollution control, clean coal technology, financing, government grants, maintenance of renewable energy systems, regulatory requirements and standards – applying all these technologies from industry to large buildings like office blocks, hotels and hospitals, etc.

**Energy efficiency** *the efficient use of energy when supplying the plant*  
load management, demand side management (DSM), lighting, energy bill optimisation, load shifting, load control, pollution control, clean coal technology, environmental monitoring, LV and MV distribution, reticulation, energy management, building management systems, energy efficiency and alternative sources (solar, wind, hydro etc), applications, power factor correction, quality of supply, underground and overhead supplies, airconditioning, insulation systems, insulators, inverters, standby and backup systems, UPSs, cables and accessories, wiring, electrification for industrial and residential areas, tariffs, metering, measurement and instrumentation, SCADA, geographic information systems (GIS), industrial information technology, generation industries, utilities, flue gas analysis for combustion optimisation

**Flow measurement** *instrumentation, applications and installation*  
slurries, liquids, gases, instrumentation, selection of technologies, positive displacement, turbine, vortex, orifice plate, pitot tube, variable area, electromagnetic, ultrasonic, coriolis, thermal mass, open channel, application in the process industry, fieldbus, monitoring, reporting, calibration and installation, valves and actuators

**Hazardous areas and safety** *electric and control systems in any hazardous area eg mines, chemical and petrochemical industries*  
flameproof equipment, intrinsically safe equipment, chemical environments, monitoring equipment, fixed and portable gas detection, safety equipment, cabling, electrical and control equipment, transformers, protection and control gear, flameproof barriers, standby and backup systems, industrial security, safety curtains, safety barriers, safety systems, redundancy, process and plant shutdown, fibre optics, specialised data cables and connectors, lighting, ventilation, mine communications and underground control and cabling systems, conveyor control systems, lightning protection, earthing systems, instrumentation, regulatory compliance, standards

**Industrial communications** *all aspects of industrial ICT*  
industrial networks, geographic information systems (GIS), geospatial systems, SCADA, DCS, PLC, EMI, EMC, logging, reporting and data acquisition, system integration, simulation, optimisation, MRP, ERP, MES, efficiency of information flows, fibre optics, control and data cabling, RS232, RS485, local area networks (LAN), network topologies, industrial wireless, cyber security, CSMA/CD, Ethernet, token passing, TCP/IP, CANbus, LONworks, Modbus, HART, Profibus, Foundation Fieldbus, Interbus, AS-i, Devicenet, Ethernet, Internet, Profinet, Local Area Network (LAN), Wireless LAN (WLAN), Industrial Wireless LAN (IWLAN), Voice over Internet Protocol (VoIP), Voice over WLAN (VoWLAN), GSM/mobile phones for alarm messaging, Peripheral Communication Protocol (PCP), industrial communications broadcasting bands used for secure industrial communications like: Industrial-Scientific-Medical (ISM), Ultra Wide Band (UWB) etc, Bluetooth, WiFi, Trusted Wireless, Frequency Hopping Spread Spectrum (FHSS), Simple Network Management Protocol (SNMP), access points, radio links, Automated Guided Vehicles (AGV), Radio Frequency (RF), RF cables, antennas, splitters, I/O, repeaters, wireless gateways, communication/cyber security, standards, interconnection and network extension, interference from vibration, VSDs, welding arcs, walky talkies and other networks

**Lighting** *efficient lighting in industry*  
industrial and office lighting, street lighting, site lighting, energy management, emergency lighting and lighting for special requirements, building management systems, safety standards, hazardous areas, lighting design and calculations, measurement of illumination levels, specification of components, control gear, luminaires, luminaire design, lamps, energy efficiency, energy efficient lamps, intelligent lighting control, communications, ballasts, photometry, calibration, regulatory requirements, standards

**Data acquisition** *acquisition, storage and processing of data*  
acquisition, remote sensing, simulation, storage and processing of data, telemetry systems, industrial communications, industrial information technology and engineering, data processing, trending, software, condition monitoring, data transmission and signal conditioning, transmission media eg fibre optics, cables, EMI, EMC, SCADA, MES, ERP, loggers, recorders, displays and printers, plant to management interface

**Plant maintenance test and measurement** *keeping your plant running and your technology up to date*  
transformers, substations, motors, switchgear, cables, hardware and software upgrades, energy efficiency, MES, computer aided maintenance (CAM), simulation, industrial information technology systems, maintenance and resource planning, energy management systems, building automation, non-destructive testing (NDT), vibration monitoring including handheld vibration monitors, on-line vibration monitors and monitoring systems, infrared thermography, maintenance information systems, integrated maintenance plans, energy efficiency, flameproof and intrinsically safe equipment, lighting, contracting, consulting and calibration

**Pressure and level measurement** *instrumentation, applications and installation*  
overview of pressure sensors, transmitters, controllers, instrumentation, strain gauge pressure transmitters, bourdon tube, bellows, manometers, diaphragm gauges, loadcells, fieldbus, signal conditioning, calibration and installation, level measurement and control in any industrial environment, includes applications, instrumentation, on/off, continuous, new technologies, selection of technologies, loadcells, sight gauge, bubbler, hydrostatic, float, displacement, conductivity and capacitance probes, vibrating fork, paddle wheel, radar, ultrasonic, laser, nucleonic, fieldbus, monitoring, reporting, calibration and installation

**Sensors, switches and transducers** *monitoring, detecting and sensing*  
timers, switches, relays, counters, photoelectric sensors, proximity sensors, capacitive sensors, linear displacement sensors, position indicators, encoders, signal conditioning, instrumentation, field instrumentation, industrial communications, measurement and calibration, fieldbus, monitoring and reporting, SCADA, geographic information systems (GIS), displays, technologies and advances, level, pressure, temperature, flow, special purpose transducers, applications, weighing and batching, strain gauges, loadcells, motion control, servos and actuators

**Standby and backup** *essential equipment to avoid downtime*  
UPSs, generators, solar, redundancy, intelligent shutdown and process management, software and hardware, data logging and recording, remote area power supplies, power quality, supplies for protection, power factor correction, systems and emergency lighting, hazardous area requirements, batteries, standalone generators

**Temperature measurement** *instrumentation, applications and installation*  
applications, instrumentation, technologies, thermocouples, linear resistance thermometers, radiation thermometry, thermostats, controllers, control strategies, calibration, fuzzy logic, transmitters, fieldbus, installation, measurement and calibration, sensors and transmitters, industrial communications

**Transformers, and substations,** *everything inside the substation, and the link between substation and system and its maintenance*  
transformers, switchgear, power factor (pf) correction, energy efficiency and monitoring, system design, system maintenance, insulating media, solid, liquid and gas insulation, instrumentation, temperature and pressure monitoring, gas in oil analysis, gas analysis, vibration monitoring, refurbishment, SCADA, protection, control, upgrades and commissioning, transmission and distribution, HV/MV/LV systems, metering, geographic information systems (GIS)

**Valves and actuators** *from control valves and actuators to pneumatic and hydraulic systems and automation*  
valve and actuator technology, positioners and position feedback, I/P converters, control valves, system design and valve selection, valve sizing, installation effects, flow control, motion control, pneumatic and electric actuators, control and automation, pneumatic and hydraulic control in manufacturing, fieldbus, reporting

## January

- Control systems and automation
- Drives, motors and switchgear
- Earthing and lightning protection
- Energy efficiency and EnviroFiciency
- Pressure and level measurement
- Standby and back-up

**Deadlines:** Ad booking and editorial: 25 November 2011  
Ad material: 02 December 2011

## February

- Cables and accessories
- Control systems and automation
- Energy efficiency and EnviroFiciency
- Sensors, switches and transducers
- Transformers and substations
- Valves and actuators

**Deadlines:** Ad booking and editorial: 13 January 2012  
Ad material: 20 January 2012

## March

- Control systems and automation
- Drives, motors and switchgear
- Energy efficiency and EnviroFiciency
- Hazardous areas and safety
- Plant maintenance, test and measurement
- Temperature measurement

**Deadlines:** Ad booking and editorial: 10 February 2012  
Ad material: 17 February 2012

## April

- Control systems and automation
- Electrical protection and safety
- Energy efficiency and EnviroFiciency
- Flow measurement
- Lighting
- Transformers and substations

**Deadlines:** Ad booking and editorial: 9 March 2012  
Ad material: 16 March 2012

## May

- Analytical instrumentation
- Control systems and automation
- Energy efficiency and EnviroFiciency
- Drives, motors and switchgear
- Sensors, switches and transducers
- Standby and back-up

**Deadlines:** Ad booking and editorial: 5 April 2012  
Ad material: 13 April 2012

## June

- Cables and accessories
- Control systems and automation
- Energy efficiency and EnviroFiciency
- Electrical protection and safety
- Plant maintenance, test and measurement
- Pressure and level measurement

**Deadlines:** Ad booking and editorial: 11 May 2012  
Ad material: 18 May 2012

## July

- Control systems and automation
- Drives, motors and switchgear
- Energy efficiency and EnviroFiciency
- Flow measurement and instrumentation
- Lighting
- Valves and actuators

**Deadlines:** Ad booking and editorial: 8 June 2012  
Ad material: 15 June 2012

## August

- Control systems and automation
- Drives, motors and switchgear
- Energy efficiency and EnviroFiciency
- Standby and back-up
- Temperature measurement
- Transformers and substations

**Deadlines:** Ad booking and editorial: 9 July 2012  
Ad material: 13 July 2012

## September

- Control systems and automation
- Electrical protection and safety
- Energy efficiency and EnviroFiciency
- Plant maintenance, test and measurement
- Sensors, switches and transducers

**Deadlines:** Ad booking and editorial: 8 August 2012  
Ad material: 17 August 2012

## October

- Analytical instrumentation
- Cables and accessories
- Energy efficiency and EnviroFiciency
- Control systems and automation
- Earthing and lightning protection
- Pressure and level measurement

**Deadlines:** Ad booking and editorial: 3 September 2012  
Ad material: 10 September 2012

## November

- Drives, motors and switchgear
- Control systems and automation
- Energy efficiency and EnviroFiciency
- Lighting
- Plant maintenance, test and measurement
- Temperature measurement

**Deadlines:** Ad booking and editorial: 1 October 2012  
Ad material: 8 October 2012

## December

- Control systems and automation
- Flow measurement
- Energy efficiency and EnviroFiciency
- Hazardous areas and safety
- Transformers and substations
- Technology of the future

**Deadlines:** Ad booking and editorial: 2 November 2012  
Ad material: 7 November 2012

## January 2013

- Control systems and automation
- Drives, motors and switchgear
- Energy efficiency and EnviroFiciency
- Earthing and lightning protection
- Pressure and level measurement
- Standby and back-up

**Deadlines:** Ad booking and editorial: 30 November 2012  
Ad material: 5 December 2012

## February 2013

- Cables and accessories
- Control systems and automation
- Energy efficiency and EnviroFiciency
- Sensors, switches and transducers
- Transformers and substations
- Valves and actuators

**Deadlines:** Ad booking and editorial: 16 January 2013  
Ad material: 21 January 2013

Regulars: Light+Current, Product News, Social Engineers, Clipboard, CESA Forum, Bizz Buzz, Greenie Beanie;  
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