



2021

CAPITAL
EQUIPMENT NEWS

PUBLISHED BY CROWN
PUBLICATIONS

PROFILE



THE ONLY MAGAZINE THAT INFORMS FIVE KEY INDUSTRIES OF DEVELOPMENTS IN CAPITAL EQUIPMENT

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CAPITAL EQUIPMENT NEWS
PROFILE

CAPITAL EQUIPMENT NEWS

Capital Equipment News keeps an array of industries, from mining and construction through to transport, logistics and agriculture, informed of the latest equipment and technological developments available in local and international markets. A thorough focus on industry and product news, as well as comprehensive interviews with industry experts, help our readers keep up with the latest developments. We are driven by the understanding that staying abreast of latest industry trends helps fleet owners make better decisions, spot threats and opportunities early on, and alert them to changes they really need to think about.

REASONS WE STILL PRINT MAGAZINES?

- Print is trusted.
- Print content is seen as having higher value.
- Print builds brands.
- Print triggers online action.

The content is presented in a traditional glossy magazine format, complemented by a striking layout design informed by the needs of the targeted readership. We understand the importance of having an integrated print and digital strategy, optimisation skills and utilising social platforms. As a result, **Capital Equipment News** has a strong digital presence with a dedicated website, which is updated on a daily basis. This is complemented by a fortnightly newsletter distributed to a subscribed readership.

Capital Equipment News has been a trusted, one-stop source of purchasing information for senior business executives, purchasing agents, engineers, fleet managers, municipalities, consultants and service and maintenance managers for the past 16 years.

In addition to the printed version of **Capital Equipment News**, which is distributed to a targeted audience in the mining, construction, transport, road

building, earth moving, lifting and Work at Height markets – our magazine is distributed in the following ways:

ONLINE MAGAZINE

The online version of **Capital Equipment News** is available on www.capitalequipmentnewsmagazine.co.za or on the Crown Publication's website www.crown.co.za.

This version of **Capital Equipment News** is powered by Flipping Book Publisher, which allows readers to flip pages, zoom in, print and email selected articles. **Capital Equipment News** online is valued by readers who do not receive a printed copy of the magazine or who prefer to read it online before receiving their printed copy. It is also an ideal medium for looking at back issues and all advertisers in the print edition receive a hyperlink from **Capital Equipment News** to their websites. Every month we email a growing number of PDF replicas locally (4 960) and into Africa (1 552). This counts towards our accredited circulation of 7 109.

eNEWSLETTER

Every second week, the editor sends out an e-newsletter to CEN's online mailing list. It is a collection of the previous two weeks' top stories posted on CEN's website, which is updated on a daily basis. The email newsletter is highly effective for building our online community. By starting a conversation in the inbox, where engagement is more focused, we finish it in the social media arena, which has more reach and generates more activity. The e-newsletter also sets the tone for the upcoming print issues by highlighting some of the leading stories to look out for in imminent editions.

AFRICA NEWSLETTER

Capital Equipment News' publisher, Crown Publications, produces a monthly newsletter that is emailed to 8 933 recipients in Africa. Please contact the Advertising Manager of **Capital Equipment News** if you want to use this vehicle to advertise your product or service.

SPECIAL DECEMBER ISSUE

In the final issue of each year, **Capital Equipment News** gives its advertisers the opportunity to increase brand awareness by highlighting achievements, new products and/or plans for the year ahead in a full page profile. Clients who take up this offer are also featured on the **Capital Equipment News** year planner as part of the package.

FREQUENCY:

Capital Equipment News is published 12 times a year.
Capital Equipment News circulated figures are ABC certified

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CAPITAL EQUIPMENT NEWS PROFILE

10 REASONS TO ADVERTISE ON CAPITAL EQUIPMENT NEWS PLATFORMS

- Covers the Mining, Construction, Transport, Road building, Earthmoving, Agricultural, Lifting & Work at Height markets
- Content – credible relevant information
- Distributed throughout Southern Africa and the African continent – 4 826 decision makers
- Great branding opportunity
- ABC certified
- Glossy format with high quality content and appealing layout
- Proven track record
- Tailored, integrated marketing campaigns
- Circulated to target audience
- Multi-platform offering

MINING



CONSTRUCTION



TRANSPORT



ROAD BUILDING



EARTHMOVING



AGRICULTURAL

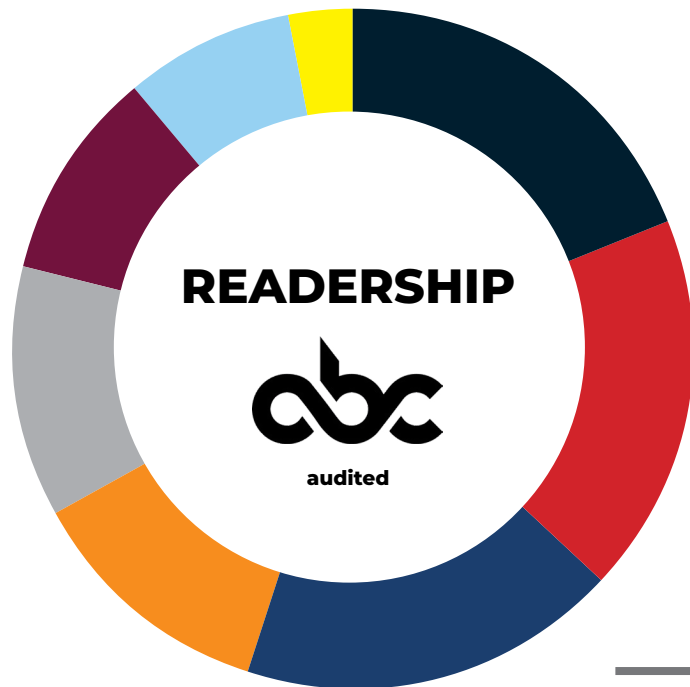


LIFTING & WORK
AT HEIGHT

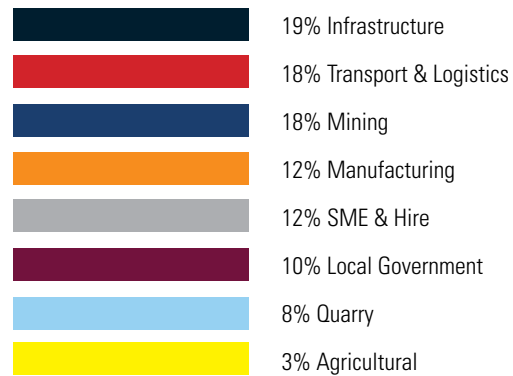


SECTORS WE COVER

PRINT AND DIGITAL DISTRIBUTION



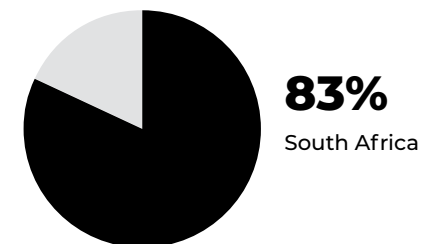
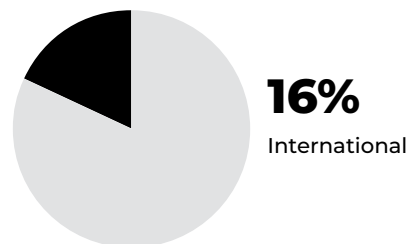
DISTRIBUTION SECTORS



PUBLISHED ON MULTIPLE PLATFORMS



ABC 2020 Q3 TOTAL CIRCULATION 7 109



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CAPITAL EQUIPMENT NEWS
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FEATURES

JANUARY

- ADTs
- Road Making Equipment
- Heavy Commercial Vehicles
- Wet Processing

FEBRUARY

- Tippers
- Materials Handling
- Financing
- Graders

MARCH

- Plant Hire
- Medium Commercial Vehicles
- Trailers
- Crusher Buckets

APRIL

- Work-at-Height
- Used Equipment
- Compact Loaders
- Preventative Maintenance

MAY

- Compaction Equipment
- Manufacturing
- Telematics
- Safety

JUNE

- Hydraulic Hammers
- Materials Handling
- Extra Heavy Commercial Vehicles
- RDTs

JULY

- Backhoe Loaders
- Fleet Management & Tracking
- Equipment Rebuilds
- Tower Cranes

AUGUST

- Crushing Equipment
- Aftermarket Support
- Wheel loaders
- Total Cost of Ownership

SEPTEMBER

- Skid Steers
- Medium Commercial Vehicles
- Digitalisation
- Insurance
- Bauma ConExpo Africa Preview

OCTOBER

- Excavators
- Screening Equipment
- Used Trucks
- Load Weighing Systems
- Bauma ConExpo Africa Review

NOVEMBER

- Mobile Cranes
- Compact Excavators
- Attachments
- Condition Monitoring
-

DECEMBER

- Market Review
- Market Outlook
- Training
- Parts & Maintenance

Regular features have been planned to cover every aspect of the various industries the magazine caters for.

2021 EVENTS

Nampo Harvest Day 2020, BOTHAVILLE: May 11 - 14, 2021

LOCAL SOUTH AFRICAN MANUFACTURING EXPO 2021: May 25 - 27, 2021

SECUREX SOUTH AFRICA 2021: June 01 - 03, 2021

CHINA TRADE WEEK - SOUTH AFRICA 2021: Jun 2021

KZN INDUSTRIAL TECHNOLOGY EXHIBITION 2021: July 21 - 23, 2021

COAL AFRICA 2021: Aug 21 2021

AUTOMECHANIKA JOHANNESBURG 2021: Sept. 14 - 17, 2021

BAUMA CONEXPO AFRICA 2021: Oct. 13 - 16, 2021

Preview and review features are done on each of the listed events. Magazines are also distributed at the shows.

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EDITORIAL GUIDELINES

NEWS ARTICLES

All pertinent and relevant editorial is considered. Photographs and illustrations that support editorial must be clearly referenced as .jpg or .tiff files of 300 dpi and attached separately when emailed. Editorial is placed at the editor's discretion. A maximum of 300 words plus a photograph is recommended for maximum impact.

EDITORIAL REVIEW

All supplied articles are subject to review by the editor and must comply with the magazine's established policy. The magazine generally does not publish papers or articles that have appeared in other publications. The editor must be notified of prior publication, as well as any other platforms an article might have appeared.

FEATURES

Content for all our planned features is generated in-house. The editor sends out feature briefs to targeted participants for editorial contribution. Draft articles are returned/sent back/sent to all quoted sources for factual verification before they are published.

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