



2021

MODERN
QUARRYING

PUBLISHED BY CROWN
PUBLICATIONS

PROFILE



LEADING MAGAZINE FOR THE AGGREGATE MINING INDUSTRY

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MODERN QUARRYING
PROFILE

MODERN QUARRYING

Modern Quarrying's editorial stance is to deliver objective and incisive information. Coverage is done through face-to-face interviews with the people and companies that make up this important sector of the economy, across South Africa and abroad. Focused on promoting the science and practice of quarrying and processing, the magazine aims to keep readers abreast of the latest technology and practices in safety, legal requirements, the environment, recycling, conveying, maintenance, sand processing, road transport, drill and blast, mobile plant and load and haul.

Our aim is to promote an industry-specific regulatory authority and to empower and assist in developing the sector in a sustainable manner. We believe that the alignment of the quarrying industry with modern, sustainable, mining practices is of paramount importance to ensure that maximum benefit is derived from industry operations. The quarterly B2B magazine has positioned itself as a valuable reference tool and a must read for quarry operators and suppliers.

Modern Quarrying is targeted at aggregate and sand producers, the open-pit mining sector, dimension stone, the ready mix industry, contractors, recyclers and industry suppliers. With an average controlled free distribution base of 2 500 printed copies and PDF replicas, *Modern Quarrying* is distributed nationally to a targeted database. The ABC-certified publication is complemented by an online, interactive website. Another important platform is the fortnightly newsletter, which covers the latest news and views.

Please contact the editor directly for editorial deadlines.

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MODERN QUARRYING PROFILE

ONLINE MAGAZINE

The online version of **Modern Quarrying** is available on www.modernquarryingmagazine.co.za or via the Crown Publications' website www.crown.co.za.

This version of **Modern Quarrying** is powered by Flipping Book Publisher, which allows readers to flip pages, zoom in, print and email selected articles. **Modern Quarrying** 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. Every month we email a growing number of PDF replicas into Africa (629) This counts towards our audited circulation of 2 465.

eNEWSLETTER

Every second week, the editor sends out an e-newsletter to **Modern Quarrying's** online mailing list. It is a collection of the previous two weeks' top stories posted on **Modern Quarrying's** website, which is updated on a daily basis. The email newsletter is highly effective for building our online community. The e-newsletter also sets the tone for the upcoming print issues by highlighting some of the leading stories to look out for in the imminent edition.

AFRICA NEWSLETTER

Modern Quarrying's publisher, Crown Publications, produces a monthly newsletter that is emailed to 3 500 recipients in Africa. Please contact the Advertising Manager of **Modern Quarrying** if you want to use this vehicle to advertise your product or service.

FREQUENCY

Modern Quarrying is published four times a year.

The magazine's circulated figures are ABC certified.

10 REASONS TO ADVERTISE WITH MODERN QUARRYING

- Main reference tool for Africa's quarrying industry
- Largest quarrying title in Africa by circulation
- Circulation is ABC certified
- Face-to-face interviews and site visits for original and insightful content
- Works closely with an industry-specific authority, Aspasa
- Promotes the alignment of the quarrying industry with modern mining practices
- Circulated to target audience
- Great branding opportunity
- Glossy format with appealing layout
- Print and online offering

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MODERN QUARRYING PROFILE



TOTAL CIRCULATION 2 465



ALSO AVAILABLE ON



MODERN QUARRYING FEATURES LIST

| EDITION | FEATURES |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Q1 | <ul style="list-style-type: none"> • Drilling & Blasting • Loading & Hauling • Crushing • Conveying |
| Q2 | <ul style="list-style-type: none"> • Screening • Distribution • Safety • Aspasa Audits |
| Q3 | <ul style="list-style-type: none"> • Load Weighing Systems • Washing • Dust Control • Tyre Management |
| Q4 | <ul style="list-style-type: none"> • Haul Road Maintenance • Fleet Management • Contract Mining • Aerial Surveys – Drones |

EDITORIAL GUIDELINES

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, and of any other platforms on which 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 sent back/sent to all quoted sources for factual verification before they are published.

The Institute of Quarrying Southern Africa's (IQSA) conference is held annually, where the Q2 edition of *Modern Quarrying* has an additional distribution.

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