

2026

**CAPITAL
EQUIPMENT** NEWS

PUBLISHED BY CROWN
PUBLICATIONS

MEDIA PROFILE



CLIENT BRAND

- PRODUCT
- SERVICE

AUDITED CIRCULATION: 12 603 | WEEKLY eNEWSLETTER: 4 320 |

WEBSITE: 2 346 UNIQUE VISITORS | PRINT ON DEMAND AND DIGITAL | AFRICA DISTRIBUTION: 3 436

INFORMING THE CONSTRUCTION, MINING, AND TRANSPORT INDUSTRIES OF THE LATEST NEWS FOR CAPEX DECISION-MAKING

CAPITAL EQUIPMENT NEWS

Capital Equipment News has been published since 2002 and focuses on the mechanised and non-mechanised equipment needed to manufacture, service, store and deliver products in the construction, mining and transport, freight & logistics markets.

This is done by informing readers of the (i) latest equipment vital to those industries, (ii) new technology and (iii) providing insights for informed decision-making.

As capital equipment is a non-current asset that depreciates over the length of its productive life, informed-decisions are vital. The **Capital Equipment News** brand is driven by the understanding that staying abreast of the latest industry products and trends help fleet owners make better decisions, spot threats and opportunities early on, and alert them to changes they need to consider.

REACH YOUR BUYERS

The magazine content is presented in a traditional glossy magazine, complemented with a layout that offers information at a glance. **Capital Equipment News** has a strong digital presence and is a dual publication (the e-Edition version is available online in Pageflip format) with a dedicated website which is updated daily. This is complemented by a weekly eNewsletter, monthly online advertisements, monthly e-Edition mailer and monthly digital billboard advertising opportunities with a growing social media presence as added value to all advertisers..

EDITORIAL MIX

Every issue of the magazine contains articles that focus on each of its three pillars: construction and mining equipment and transport, freight & logistics.

The eEdition of **Capital Equipment News** generates 80% of its own content. This takes the form of face-to-face interviews with OEMs, experts in the field of capex, financial institutions and case studies. The website carries a wider range of articles that is relevant to its target audience.

AN IDEAL VEHICLE FOR ADVERTISING

For advertisers, **Capital Equipment News** offers a focused approach as well as tailored, integrated marketing campaigns and a wide-variety of advertising opportunities for the companies that supply the construction, mining and transport, freight & logistics companies with equipment.

MINING

CONSTRUCTION

TRANSPORT

ROAD BUILDING

EARTHMOVING

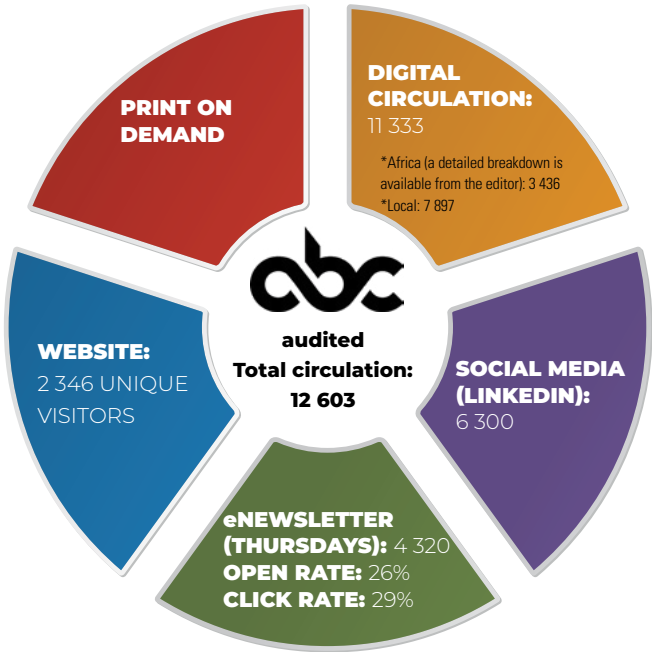
AGRICULTURAL

LIFTING & WORK AT HEIGHT



SECTORS WE COVER

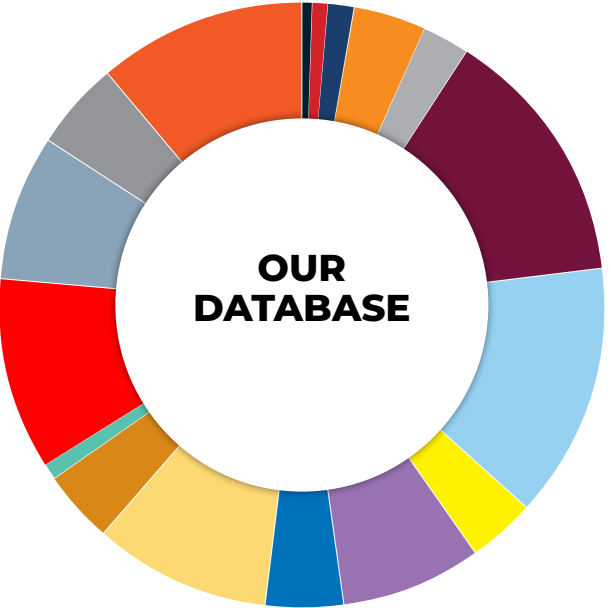
AUDIENCE: TARGET AND REACH



Some 43% of **Capital Equipment News** recipients have the following titles: CEO (8%), Executive (2%), Director (8%), General Manager (3%), Managing Director (18%), Owner (1%), Founder (1%) and Fleet Manager (2%).**
Your message will be read by those that make the capex decisions.
***A more detailed title breakdown is available on request.**
****This is based on the Capital Equipment News' database in May 2025.**

2026 EVENTS

- **CONEXPO Las Vegas, USA:** 3 – 7 March 2026
 - **Nampo Harvest Day, BOTHAVILLE:** 12 - 15 May 2026
 - **Big 5 Construct, JOHANNESBURG:** 10 to 12 June 2026
 - **Futuroad Expo Johannesburg:** 1 September 2026
 - **Electra Mining Africa, NASREC:** 7 - 11 Sept 2026
- Previews are done for these shows and this magazine is distributed.



Agriculture	0,68
Civil Contractors	0,81
Consultants	1,33
Councils	4,02
Contractors Plant Hire Association	2,46
Engineering General Services	13,89
General companies	13,57
Institute of Quarrying in SA	3,42
Lifting Equipment	7,73
Marketing Managers (advertisers)	4,03
Mining	9,46
Media Planners	3,95
Material Suppliers	0,89
Original Equipment Manufacturers	10,27
Plant Hire	7,85
Road Building	4,83
Transport & Logistics	10,83

Our readers buy your products, and this enables you to reach reach the right audience. **Capital Equipment News** has a tightly and actively managed database.

FEATURES

FEBRUARY:

- Tipplers
- Materials handling
- Financing
- Graders
- ADTs

MARCH:

- Plant hire
- Medium commercial vehicles
- Tyres
- Crusher buckets
- Road making equipment – rollers

APRIL:

- Work at Height
- Used equipment
- Compact loaders
- Preventative maintenance
- Heavy commercial vehicles

MAY:

- Compaction equipment
- Agricultural equipment
- Telematics
- Safety
- Washing equipment

JUNE:

- Hydraulic hammers
- Materials handling
- Extra heavy commercial vehicles
- RDTs
- Pumps

JULY:

- Backhoe Loaders
- Fleet Management
- Equipment Rebuilds
- Tower Cranes
- Insurance

AUGUST:

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

SEPTEMBER:

- Skid Steers
- Medium commercial vehicles
- Digitalisation
- Insurance
- Pumps

OCTOBER:

- Excavators
- Screening equipment
- Used trucks
- Load weighing systems
- Insurance

NOVEMBER:

- Mobile cranes
- Compact excavators
- Attachments
- Condition monitoring
- Compressors

DECEMBER-JANUARY

- 2025 Market Review
- Fleet Management
- Market Outlook 2027
- Parts & Maintenance

***Detailed briefs are available from the editor.**

EDITOR:

WILHELM DU PLESSIS

Mobile: +27 82 890 4872

Email: capnews@crowns.co.za

ADVERTISING MANAGER:

ELMARIE STONELL

Cell: +27 83 307 0836

Email: elmaries@crowns.co.za

CROWN
PUBLICATIONS

Informing industry across Africa

Crown Publications (Pty) Ltd

www.crown.co.za