

2026

MODERN
QUARRYING

PUBLISHED BY CROWN PUBLICATIONS

PROFILE



CLIENT BRAND

- PRODUCT
- SERVICE



AUDITED CIRCULATION: 7 254 | eNEWSLETTER: 2 102 WITH AN OPEN RATE OF 27% |

WEBSITE: 1 125 UNIQUE VISITORS | PRINT ON DEMAND | AFRICA DISTRIBUTION: 1 684

LEADING MAGAZINE FOR THE AGGREGATE MINING INDUSTRY

MODERN QUARRYING

Modern Quarrying, a business-to-business magazine, is read by quarry operators, recyclers and members of the extractive industries. The magazine is highly-targeted and is read by key decision-makers who purchase and specify quarrying plant and equipment.

Modern Quarrying has a narrow focus on the aggregates that are surface mined and needed in the construction materials industry which is vital to the growth and prosperity for the Southern African region. These materials include the concrete, asphalt, crushed rock, sand and clay needed for infrastructure and building development.

The magazine focuses on safety, people, plant, blasting, environment, and geology in this industry while also highlighting how important environmentally sustainable

resource management, high tech operational expertise, innovation, employee participation and community engagement have become.

Coverage is done through face-to-face interviews with the people and companies that make up this important sector of the economy, across Southern Africa. This is combined with content to keep the targeted market abreast of 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.

The magazine targets the entire aggregates value chain and includes quarry operators and aggregate retailers, small mining contractors, aggregate haulage companies and the supply chain.

Targeted readership

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. The audited circulation is 7 254. **Modern Quarrying** is distributed to a targeted database. The Audit Bureau of Circulation-certified publication is complemented by interactive website and weekly e-newsletter.

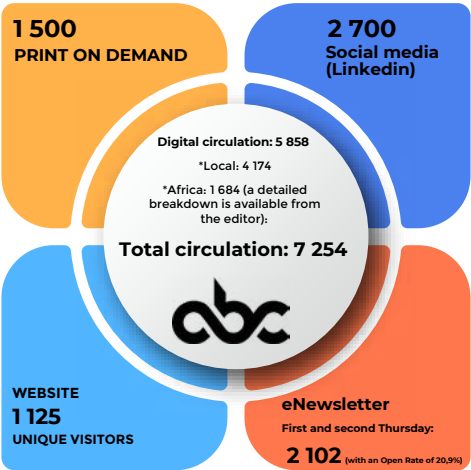
Targeted editorial to create a targeted vehicle to sell your product or service

- The equipment needed for the extraction, production and transporting of aggregate
- Technology for optimal blasting, processing and crushing (for drilling, earthmoving, crushers, screening, batch, weighing and hauling)
- Business trends that have a direct bearing on quarrying activities
- The regulatory context of quarrying which includes geology, mineral rights/mining licences, health and safety and environmental
- It recognises future individuals that will work in the production of aggregate through its association with the IQSA
- How technology is embraced by OEMs and the larger industry to increase productivity

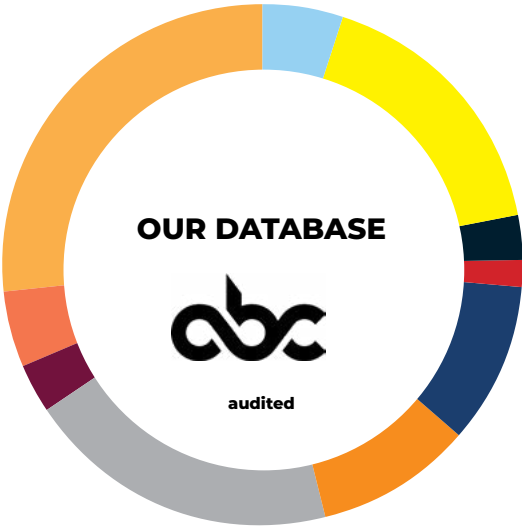
Why advertise in *Modern Quarrying*?

- Zero waste: your message reaches those responsible for decision making in the aggregate market
- A carefully controlled and updated database ensures maximum ROI
- The electronic distribution allows the opportunity to measure campaign performance
- The brand aims to generate 60% of its own content while the remainder is relevant to the niche target market
- Tailor-made marketing campaigns incorporating, online, video and, out of home advertising and exposure at the annual IQSA conference

AUDIENCE: TARGET AND REACH



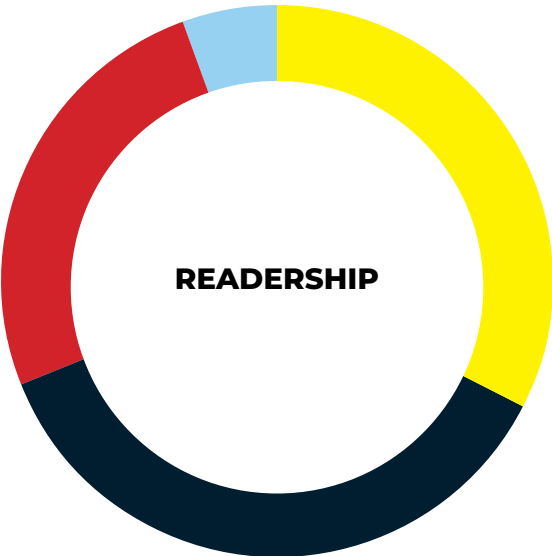
Modern Quarrying has an audited circulation.
Databases (print and digital) are actively managed by a circulations manager.



Modern Quarrying	
Conveyor Manufacturers Association	5,19
Mining Consultants	16,88
Chamber of Mines	2,91
Government Departments and Parastatals	1,48
IQSA members	9,96
Mining Companies - Head Office	9,71
Marketing Managers	19,60
Media Planners	2,97
ASPASA	4,64
Surface Mining	26,65

TOTAL CIRCULATION 7 254

Our readers buy your products, and this enables you to reach the right audience.



Readership breakdown according to our current data base

Our data base* has categories from which the recipients of the magazine can be determined.

Modern Quarrying has a tightly and actively managed database. *The data represents the breakdown of its total circulation which includes both print and digital issues.

Executives	32,75
Operations	36,28
Mid-level Manager	25,62
Sales and Marketing	5,35

TAILORED PACKAGES TO MAXIMISE BRAND EXPOSURE

The way marketing messages are consumed - even in niche audiences - have changed. That is why *Modern Quarrying* offers various ways to interact with possible buyers of products and services, both above and below the line. This will ensure that exposure is maximised. It enables advertisers to reach potential buyers - whether they are reading the magazine online, on email, on social media or driving in their car.

The Advertising Manager can assist with creating a tailored advertising campaign that suits your needs and budget. This can include:

eEditions

The eEditions explore subjects in some depth, the content is of high quality and feature driven. This offers advertisers the ideal context in which to get marketing messages accross.

Modern Quarrying's eEditions create the ideal vehicle to carry your advertisement with a hyperlink to URL of choice.

Online

Advertising options exist on our vibrant website and weekly newsletter. On the website we can offer videos, press office, short sound clips and sponsored content options.

Our newsletter, that has a healthy open rate and a targeted distribution offers three advertising slots: a top, centre and bottom banner. This ensures that your message is not lost.

Companies can book newsletter takeovers to maximise exposure.

Out of home advertising

Crown Publications has entered into an agreement with a digital billboard advertising company where it acts, through its brands, as a 'small agency' for Crown Publications' clients. This affords *Modern Quarrying's* clients to, in addition to the digital offering, to be visible on digital billboards in selected locations. This further augments the advertising message and widens campaign possibilities as it reaches a wider audience.

Events

Modern Quarrying exhibits at the annual Institute of Quarrying Conference and the Q1 issue is dedicated to those company's that exhibit at the conference and so extends the marketing of their product or services to extend beyond the conference.

The magazine will also be distributed at Electra Mining in September 2026.

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Modern Quarrying Features BRIEFS

QUARTER 1

Drilling and blasting

This feature will consist of articles about the controlled use of explosives and other methods, such as gas pressure blasting pyrotechnics to break rock for excavation to also accommodate safety and economics metrics.

Loading and hauling

The purpose of the loading and hauling stage is to move the material previously fragmented by the drilling and blasting process. The first step in this process consists of loading the material from the bench or working face of the mine into trucks. This feature will cover advances in the equipment for this process.

Crushing

An optimal crushing process reduces the ore to a desired size more efficiently, economically and safely. This feature will have articles on high-capacity, reliable and energy efficient crushing solutions with which to deliver superior performance and maximised throughput.

Conveying

This feature will focus on how conveyor manufacturers and their solutions can enhance overall quarry operation productivity and efficiency.

This issue is distributed at the Institute of Quarrying's annual conference where *Modern Quarrying* has a stand

QUARTER 2

Screening

Mechanical screening is the practice of taking granulated material and separating it into multiple grades by particle size. This feature will cover screening technology and the OEMs that manufacture such screens to maximise output.

Distribution

This feature will focus on the legalities, challenges and means to distribute the saleable aggregate that is produced in a quarry.

Safety

This feature will focus on the common hazards and risks in quarries, how to make quarry work safer, and the quarry's legal, health and safety obligations.

Aspasa audits

This feature will provide an overview of the annual Aspasa safety audit.

QUARRY PROFILE: This issue has a special feature that will showcase quarries - capex, human resources, ESG and management.

QUARTER 3

Load weighing systems

Most quarries use static or dynamic weighing systems to manage the quality of the products they produce. These are used to measure the quantity of material or finished products such as aggregates that are delivered to customers. This feature will look at weighing systems that make the weighing job easier, quicker and more effective.

Washing

Quarrying companies employ washing systems to clean their materials. For the most part the goal is the same: to improve the quality of the target product by reducing and eliminating contaminants.

Dust control

Dust suppression is the application of liquid to restrict the airborne dissemination of fine particles. This feature will examine the various ways in which such liquid can be applied to various surfaces in the quarrying set-up.

Tyre management

This feature will have articles on how analysing the real driving and tyre-use conditions on site, remotely controlling and maintaining the tyres throughout its lifetime, managing tyres for vehicle fleets, and treating and recovering used tyres can add value to the bottom line.

This issue will be distributed at Electra Mining (7 to 11 September 2026).

QUARTER 4

Haul road maintenance

In surface mining operations, ultra-heavy trucks operate on haul road networks. Most surface mine operators agree good roads are desirable, but find it difficult to translate this into an effective road maintenance system. This feature will explore effective ways.

Fleet management

Mining companies need to find ways to reduce costs without compromising output or safety. This feature will explore various customised systems and processes that deliver services and manage costs over the whole life of an asset - from procurement through to disposal.

Contract mining

This feature will explore how to design, fabricate, and install mineral processing plants.

Aerial surveys

Quarry surveying helps firms understand how to consistently evaluate ongoing quarrying activities.

TECHNOLOGY IN QUARRYING: This issue will have a feature on the use of technology and AI in the quarrying industry to increase productivity.

REGULARS: Drilling & Blasting, Load & Haul, Conveying, Crushing & Screening and Safety.

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