

# EASTERN CAPE INDUSTRIAL & BUSINESS NEWS

YOUR LINK TO INDUSTRY THROUGHOUT THE EASTERN CAPE

## 2017 Rates, Data & Features

The cost of advertising is calculated per column cm rate that varies depending on the number of insertions booked over the period of 1 year.

There are 8 columns across the A3 (Tabloid) page. Each column measures 30mm wide. The space between the columns are 5mm wide.

**Format & Trim Size:** A3 tabloid ( 415mm deep X 295mm across) printed on 80gsm bond.

**Display & Advertising Area:** 390mm deep x 275mm across

### Column Widths -

Columns	1	2	3	4	5	6	7	8
	30mm	65mm	100mm	135mm	170mm	205mm	240mm	275mm

DPS (DOUBLE PAGE SPREAD) Appear across gutter	10 columns	12 columns	14 columns	16 columns
	360mm	430mm	500mm	565mm

### Single Column Centimetre Rates: (includes full colour, excludes VAT)

Insertions	Casual Insertion	3-5 Insertions	6 + Insertions
Rate	R126	R117	R106

### Full page Advert - \*Special Rate\*

Full A3 page - R 35,200

### Company Profile

Full A3 page - R 25,300 (Includes interview, photos and production and limited to one per issue/ feature)

### Examples of common size adverts and costs per insertions (based on c/cm rates)

Advert Sizes (Height X Width)	Casual Insertion	3 – 5 Insertions	6+ Insertions
A4 (300mm x 210mm)	22,680	21,060	19,080
A4 Reduced (270mm x 170mm)	17,010	15,795	14,310
½ A4 Horizontal (150mm x 205mm)	11,340	10,530	9,540
½ A4 Vertical (300mm x 100mm)	11,340	10,530	9,540
½ A3 Horizontal (200mm x 275mm)	20,160	18,720	16,960
¼ A3 Vertical (200mm x 135mm)	10,080	9,360	8,480
¼ A3 Horizontal Strip (100mm x 275mm)	10,080	9,360	8,480
¼ A3 Vertical Strip (390mm x 65mm)	9,828	9,126	8,268
¼ A4 Vertical (150mm x 100mm)	5,670	5,265	4,770
Smaller Sizes			
100mm x 135mm (Horizontal)	5,040	4,680	4,240
100mm x 100mm	3,780	3,510	3,180
100mm x 65mm ( Vertical)	2,520	2,340	2,120

### Special Positions

Front page solus	¼ A3 Horizontal Strip (100mm x 275mm)	150% loading
Back page solus	¼ A3 Horizontal Strip (100mm x 275mm)	125% loading
Page 3	¼ A3 vertical (200mm x 135mm)	50% loading
Other guaranteed positions		25% loading

### Inserts

Loose inserts up to a single A3 sheet - R9,500

Costs may be adjusted depending on the weight. Inserts must be delivered directly to our mailing house 3 days prior to mailing.

The Eastern Cape Industrial & Business News is the only industrial publication of its kind dedicated to the region providing suppliers to industry with a niched forum to showcase products and services.

### Circulation:

Distributed to a targeted group of 4 371 (ABC audited - December 2016) decision makers involved in industry and business throughout the province.

### Frequency:

Mailed bi-monthly (Six issues a year)

### Reader Profile:

We cover all sectors of industry including Agriculture (Sugar & Forestry); Construction; Consulting Engineers; Electricity/ Gas/Water Supply; Engineering; Government & Municipal; Health & Hospital; Manufacturing; Ports & Shipping; Property & Development and Transport, Logistics & Freight

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# 2017 Features & Deadlines

## May/June 2017

**Ad Booking / Editorial Deadline: 9 May**

**Material Deadline: 12 May**

- Construction, Civil & Structural Engineering
- Environmental Management & Control
- Packaging
- Power Generation
- SMME Development & Support
- Transport, Distribution & Warehousing

## July/Aug 2017

**Ad Booking / Editorial Deadline: 7 July**

**Material Deadline: 14 July**

- Automotive Industry
- Chemical & Allied Industries
- Coega Development Zone
- Materials Handling, Bulk Handling & Logistics
- Plastics & Rubber
- Water & Effluent Management

## Sept/Oct 2017

**Ad Booking / Editorial Deadline: 8 September**

**Material Deadline: 15 September**

- Disaster Management, Security & Fire Protection
- Industrial Cleaning
- Machine Tools
- Metals, Alloys and Fabrication
- Motors, Drives & Transmissions
- Occupational Health & Safety
- Pumps, Valves, Pipes & Fittings

## Nov/Dec 2017

**Ad Booking / Editorial Deadline: 3 November**

**Material Deadline: 10 November**

- Consulting Engineers & Project Management
- Education, Training & Social Development
- Electrical & Electronics
- Fisheries Industry
- Harbour Infrastructure & Shipping

## Jan/Feb 2018

**Ad Booking / Editorial Deadline: 17 January 2018**

**Material Deadline: 24 January 2018**

- Automation & Robotics
- Engineering & Allied Supplies
- Green Industries & Renewable Energy
- Heating, Cooling & Ventilation
- Industrial Property & Development

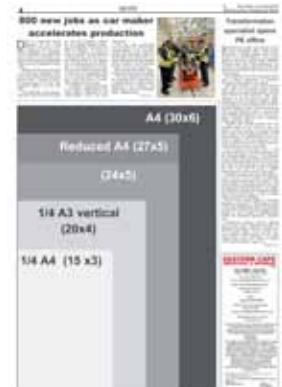
## March/April 2018

**Ad Booking / Editorial Deadline: 7 March 2018**

**Material Deadline: 14 March 2018**

- Agriculture
- Food & Beverage
- Hydraulics & Pneumatics
- ICT in Industry
- Instrumentation, Measurement & Control
- Pumps, Valves, Pipes & Fittings

## Sample of some common sizes



## Material Requirements

**Electronic:** All digital advertising material must be supplied as PRESS PDF format

**PDF:** Press optimised with all fonts and high resolution images (minimum 300dpi) and all fonts embedded. The PDF should be pre-flighted and verified prior to transmission.

**Colour:** Eastern Cape Industrial & Business News is not responsible for colour discrepancies which may occur when images are converted from RGB to CMYK.

**Furniture:** Remove all furniture: colour bars, exposure bars and registration marks. Only if necessary crop marks can be added.

**Uploading of files:** Files uploaded via Dropbox are accepted.

Please download Dropbox from [www.dropbox.com](http://www.dropbox.com) and create an account. Click on new folder, name folder and select upload. Once the file is uploaded, share it with [admin@mediaevents.co.za](mailto:admin@mediaevents.co.za)

### In-house Advertisement Production

A minimal production cost will apply to clients requiring this service.

**Subscription:** Readers subscribe at a cost of R102.60 a year for six issues.

**Digital version now available**

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