

KZN INDUSTRIAL & BUSINESS NEWS

DISTRIBUTED THROUGHOUT KWAZULU-NATAL

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	R164	R151	R133

Full Page Advert - *Special Rate*

Full A3 page - R42,900

Company Profile

Full A3 page - R 36,000 (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)	29,520	27,180	23,940
A4 Reduced (270mm x 170mm)	22,140	20,385	17,955
½ A4 Horizontal (150mm x 205mm)	14,760	13,590	11,970
½ A4 Vertical (300mm x 100mm)	14,760	13,590	11,970
½ A3 Horizontal (200mm x 275mm)	26,240	24,160	21,280
¼ A3 Vertical (200mm x 135mm)	13,120	12,080	10,640
¼ A3 Horizontal Strip (100mm x 275mm)	13,120	12,080	10,640
¼ A3 Vertical Strip (390mm x 65mm)	12,792	11,778	10,374
¼ A4 Vertical (150mm x 100mm)	7,380	6,795	5,985
Smaller Sizes			
100mm x 135mm (Horizontal)	6,560	6,040	5,320
100mm x 100mm	4,920	4,530	3,990
100mm x 65mm (Vertical)	3,280	3,020	2,660

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 - R15,800

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

The KZN 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 6 963 (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

Published by
The Media & Events Co
12 Imperial Office Park,
9 / 11 University Road, Westville
PO Box 1322
Wandsbeck, 3631
Tel: 031 266 7511
Fax: 031 266 7514

To view our publications
online visit

www.mediaevents.co.za



2017 Features & Deadlines

June/July 2017

Ad Booking / Editorial Deadline: 7 June

Material Deadline: 15 June

- Construction, Civil & Structural Engineering
- Electrical & Electronics
- Environmental Management & Control
- KZN Industrial & Technology Exhibition Preview
- Machine Tools
- Metals, Alloys & Fabrication
- Sugar Industry

Aug/Sept 2017

Ad Booking / Editorial Deadline: 8 August

Material Deadline: 15 August

- Food & Beverage
- Harbour Infrastructure & Shipping
- Hydraulics & Pneumatics
- Industrial Property & Development
- Newcastle & Surrounds Industry Focus
- Pumps, Valves, Pipes & Fittings

Oct/Nov 2017

Ad Booking / Editorial Deadline: 6 October

Material Deadline: 13 October

- Chemical & Allied Industries
- Green Industries & Renewable Energy
- Heating, Cooling & Ventilation
- Materials Handling, Bulk Handling & Logistics
- Plastics & Rubber
- Zululand Industry Focus

January 2018

Ad Booking / Editorial Deadline: 1 December

Material Deadline: 8 December

- Disaster Management, Security & Fire Protection
- Education, Training & Social Development
- ICT in Industry
- Industrial Cleaning
- Motors, Drives & Transmissions
- Occupational Health & Safety

Feb/March 2018

Ad Booking / Editorial Deadline: 2 February 2018

Material Deadline: 9 February 2018

- Consulting Engineers & Project Management
- Engineering & Allied Supplies
- Forestry, Pulp & Paper
- Instrumentation, Measurement & Control
- Packaging
- Pumps, Valves, Pipes & Fittings
- Power Generation

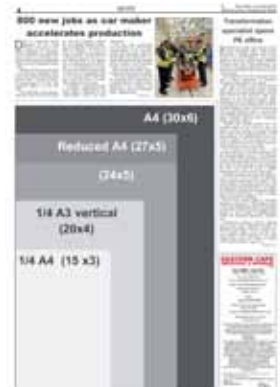
April/May 2018

Ad Booking / Editorial Deadline: 6 April 2018

Material Deadline: 12 April 2018

- Automation & Robotics
- Petrochemicals
- SMME Development & Support
- Transport, Distribution & Warehousing
- Water & Effluent Management

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: KZN 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 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

In-house Advertisement Production

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

Subscription: Readers subscribe at a cost of R125.40 a year for six issues.

Digital version now available

Advertising:	Cheryl Murphy	Sales & Marketing Manager	Email: cheryl@mediaevents.co.za
Editorial:	Alan Cooper	Editor	Email: editorial@mediaevents.co.za
	Chantal Haines	Editorial Co-ordinator	Email: editorial@mediaevents.co.za
Subscriptions:	Roanna Jamwanth	Subscriptions Administrator	Email: admin@mediaevents.co.za



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