

African Energy JOURNAL

January – December 2012

Facts & Rates 2012

Philosophy

To serve our readers with credible information and thus create trusting relationships which introduce our advertisers to receptive audiences.

Mission statement

To report on the African continent's fast-developing power infrastructure with emphasis on providing early notification of emerging projects which look globally for expertise and technology inputs.

Publisher of Websites, e-mail bulletins, yearbooks and magazines

- *The Civil Engineering Contractor*
 - *Mining Mirror*
 - *Plant Equipment & Hire*
 - *Building Africa*
 - *Urban Green File*
- *Journal of Facilities Management*
 - *African Mining*
 - *African Energy Journal*
- *Water Sewage & Effluent (WASE Africa)*
 - *Quarry Southern Africa*
 - *African Mines Handbook*
 - *African Mines Online*
 - *Sustain Yearbook*
- *Equipment Specifications Yearbook*

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The growth of Africa's power supply (on-grid and off-grid electricity) will support the continent's future development and **African Energy Journal** was launched in 1999 to track this growth into the new millennium.

The magazine covers the development of the African continent's power infrastructure, through new projects and the refurbishment of existing plants and facilities. Africa's various energy options are explored, as well as the technical, economic, regulatory and environmental issues involved in the business of power generation, transmission and distribution.

Most importantly, **African Energy Journal** provides early warning of emerging projects which seek, globally, expertise and technology inputs – this information is crucial for companies expanding to take advantage of new opportunities in Africa.

The journal is circulated throughout South Africa and the rest of Africa; targeting senior decision-makers in national power utilities, government energy departments, municipalities, engineering companies, mines, contractors, equipment manufacturers, research institutions and other groups allied to the field of power generation, transmission and distribution.

African Energy Journal is published six times a year (February, April, June, August, October and December).

African Energy Journal won the award for best magazine in the Electrical & Electronics Engineering category of the Magazine Publishers Association of South Africa 2005 Sappi Pica Awards.

The journal's well-established readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. **African Energy Journal** is mailed independently and addressed personally by name, job title and company to a carefully researched audience.

Writing worth reading

**Brooke Pattrick Publications
(Pty) Ltd**

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B R O O K E P A T T R I C K
P U B L I C A T I O N S

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Terms and conditions

Booking deadline: First day of the month prior to the month of publication (NB: no cancellations will be accepted after this date). A surcharge will be levied for cancellations of contract bookings.

Material deadline: 5th day of the month prior to month of publication.

For new clients: A deposit of 30% is required based on the total of the confirmed quote. During this time, the account will be monitored and, if payments of invoices are received timeously, the debtor will qualify for a 30-day account from the date of the invoice. The deposit will be offset against the final payment required. Once-off bookings require a 50% deposit.

Payment is strictly 30 days for direct bookings and 45 days for advertisement-agency bookings from the date of statement. Interest will be charged at a rate of prime plus 3% per annum on outstanding accounts.

Cancellations will only be accepted in writing (with the onus of proof resting with the advertiser) and received by no later than the 1st day of the month prior to the month of publication. If any advertisements are cancelled and not replaced during the course of the contract, a surcharge must be made in accordance with our rate card.

In the event that **material does not reach us on time**, as instructed in the advertisement-confirmation letter, Brooke Patrick Publications reserves the right to repeat old material, to charge the client for the advertisement without it appearing or to place the advertisement in a future edition of the same magazine.

Special positions and cover alternatives cannot be cancelled once confirmed. No position can be guaranteed unless the advertiser has paid a surcharge or if it is a cover booking.

Brooke Patrick Publications does not accept responsibility for slight **variations in colour** in advertisements.

Brooke Patrick Publications does not accept responsibility for advertisements supplied without a **colour proof**.

Advertisement material must be supplied in **digital format**, as stipulated, and will be kept in the advertisement material archive for a period of no longer than six months from the date of that material's final insertion. Standard production rates apply for any additional work required to make digital work press-ready, including converting open files or resizing advertisements.

Alterations will incur a fee.

Should an **advertising agency** be contracted to manage direct bookings, the value of the initial booking may not be diminished.

Agency commission – Agencies forfeit ALL commission if payment is not received within 45 days from the invoice date.

African Energy Journal

(published alternate monthly in February, April, June, August, October and December)

• All rates in South African rand (excluding VAT)

Size	1-3 (per insertion)	4-6 (per insertion)
Double-page spread	R18 000	R16 200
Full page	R12 000	R10 800
Half page	R8 400	R7 550
Third page	R7 200	R6 500
Quarter page	R6 000	R5 400
Strip	R4 800	R4 350
Outside back	R16 200	R14 600
Inside back	R13 800	R12 500
Inside front	R15 000	R13 500
Loose insert	R17 550	

E-mail bulletin	6-11 (minimum)	12-18	19-25
Banner advertisement	R3 400	R2 800	R2 200

The e-mail bulletin is distributed fortnightly.

Circulation: January – June 2011

Readership breakdown by occupation/sector

- Equipment supply professionals23%
- Power-utility managers and engineers17%
- Municipalities17%
- Mine engineers13%
- Government officials10%
- Consulting engineers10%
- Universities, technikons and libraries10%

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Total circulation: 2 584

Net copy sales (above 50%): 230
 Net copy sales (below 50%): 0
 Controlled free distribution: 2 354



For advertisement-material requirements, contact:

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We sell on value rather than price

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