

Plant

EQUIPMENT & HIRE

January – December 2011

Facts & Rates 2011

Philosophy:

Serving our readers with credible information, resulting in trusting relationships between our readers and publications, thereby providing our advertisers with receptive audiences.

Mission statement:

To produce a quality magazine, containing informed editorial on the latest technological developments in the plant hire and earthmoving equipment industries, by providing detailed technical data on new technology and equipment.

Publishers of:

Websites, E-mail bulletins, Yearbooks and magazines

- The Civil Engineering Contractor
 - Mining Mirror
- Plant Equipment & Hire
 - Building Africa
 - Urban Green File
- The 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

Contact

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Plant Equipment & Hire (Plant) keeps a finger on the pulse of the capital plant and equipment hire industry. Authoritative editorial on all aspects influencing the application, supply and financing of equipment for hire and purchase is reported.

Published monthly, **Plant** keeps its readers up-to-date on the latest technological developments by providing detailed technical data on new technology and equipment. This has become a valuable reference source to buyers of construction, mining and quarrying equipment.

Plant has reflected the views of the South African plant industry since 1976 and keeps its readers in touch with relevant issues through in-depth interviews with industry leaders. **Plant** also maintains a close relationship with role-players, from the largest equipment suppliers to the smallest hire operations.

The magazine carries a directory listing of plant hirers throughout the country, specified by product type and location. It also encompasses an equipment specification section where a different type of equipment, and all its specifications, is highlighted each month.

The plant hire industry has become increasingly important in the South African economy, and **Plant** is continuously enhancing and improving its reach in order to reflect the issues important to this vital sector.

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

Writing worth reading

**Brooke Patrick Publications
(Pty) Ltd**

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Private Bag X40, Rivonia, 2128, South Africa

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

Facts & Rates 2011

January – December 2011

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: Fifth 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 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 on the advertisement confirmation letter, Brooke Patrick Publications reserves the right to repeat old material, or 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 frontcover 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 accepts no responsibility for slight **variations in colour** on advertisements.

Brooke Patrick Publications accepts no responsibility for advertisements that are 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 be charged for.

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.

Plant Equipment & Hire

(published monthly)

- To ensure a special position in the Directory Listing section a contract booking of at least 12 months is required.
- All rates in South African Rand and exclude VAT.
- Rates for black & white advertisements: 75% of full colour rates.

Size	9-12 insertions	5-8 insertions	1-4 insertions
DPS	R16 600	R17 500	R19 500
FP	R11 000	R11 750	R13 000
1/2	R7 600	R8 000	R9 000
1/3	R6 600	R7 000	R7 800
1/4	R5 500	R5 850	R6 500
Strip	R4 400	R4 700	R5 200
Cover rates	Outside back R17 500	Inside front R16 250	Inside back R15 000

Circulation: January - March 2011

Readership breakdown by occupation/sector

- Contractors, mines, quarries34%
- State departments, consulting engineers, plant hirers and local authorities38%
- Related industries20%
- Universities, technikons and libraries8%

Plant Equipment & Hire is mailed independently and addressed personally by title, name, job title and company to a carefully researched audience.

Total circulation: 2 530

Net copy sales (Above 50%) 355
Net copy sales (Below 50%) 0
Controlled free distribution 2 175



For Advertisement Material Requirements Contact

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**We sell on value
rather than price**

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