

Quarry

SOUTHERN AFRICA

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 be the magazine of choice for information relating to the successful operation of businesses, within the southern African quarrying sector.

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

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The growth of Africa's infrastructural development depends on the sustainable supply of construction material. **Quarry Southern Africa** promotes the development of quarrying solutions appropriate to the region's economic context.

The launching of **Pit & Quarry Southern Africa** in March 1997, to serve the regions extensive surface mining, quarrying and construction industries, proved to be the right step at the right time.

The magazine grew from strength to strength, with increasing support from each sector. However, in 2006 **Pit & Quarry SA's** publisher felt that the quarrying and recycling sector had outgrown the space it shared with opencast mining in the magazine. On top of this, the mining sector was already particularly well served in South Africa and the rest of Africa, by sister publications **Mining Mirror** and **African Mining**.

It was therefore decided that the magazine should in future focus entirely on the sourcing and mining of construction material, or quarrying!

Quarry Southern Africa (Quarry SA) highlights four segments of the quarrying industry:

1. Exploration and sourcing of material
2. The winning or mining of this material
3. Beneficiation and processing of material
4. Use of material in the construction industry

Quarry Southern Africa provides unique and originally generated business intelligence. The content is valuable to business readers in that it provides analysis, comparison, debate, insight and business opportunities. Most importantly it draws on the experiences of others who operate in the same industry.

Published alternate monthly in January, March, May, July, September and November.

Quarry Southern Africa provides news and information accurately and on time to an identified and qualified readership.

Quarry Southern Africa won a SAPPI Pica award in 2003 after being voted the best 'civil construction, building and infrastructural development' magazine in South Africa.

Readership and circulation data is monitored on a daily basis to ensure accuracy and correct targeting. **Quarry Southern Africa** is mailed independently and addressed personally by name, company and title to a carefully researched audience.

Writing worth reading

**Brooke Patrick 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: 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.

Quarry Southern Africa

(published alternate monthly in January, March, May, July, September & November)

- All rates in South African Rand and exclude VAT.
- Rates for black & white advertisements: 75% of full colour rates.

Size	5-6 insertions	3-4 insertions	1-2 insertions
DPS	R14 700	R15 500	R17 250
FP	R9 800	R10 350	R11 500
1/2	R6 800	R7 200	R8 000
1/3	R5 800	R6 200	R6 900
1/4	R4 950	R5 200	R5 800
Strip	R3 900	R4 100	R4 600
Cover rates	Outside back R15 500	Inside front R14 300	Inside back R13 200

Circulation: July - December 2010

Readership breakdown by occupation/sector

- Quarry managers & operators25%
- Civil engineering and building contractors.....22%
- Consultants (geologists, civil engineers, environmental consultants)6%
- Contract miners9%
- Equipment & technology suppliers27%
- Department of Minerals & Energy5%
- Training & academic institutions6%

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Total circulation: 2 559

Net copy sales (Above 50%) 211
Net copy sales (Below 50%) 0
Controlled free distribution 2 348



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We sell on value rather than price

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