

EQUIPMENT Specifications HANDBOOK 2012

Facts & Rates

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 provide comprehensive specification statistics and information on the construction, quarrying and mining equipment available in South Africa during 2012.

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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For anyone, or company, wanting to market their equipment for sale or rental to interested parties at construction, quarrying and mining concerns, this is the ideal vehicle.

The Equipment Specifications Handbook 2012, will be published in the December 2011 edition of **Plant Equipment & Hire** and contain all current equipment specifications for mining, quarrying and construction equipment available in South Africa during 2012. The information will be sourced from original equipment manufacturers (OEM's) and be presented per equipment type and model in table format.

Just as these "specs" have been presented in **Plant Equipment & Hire** magazine on a monthly basis so will they in this handbook; as one consolidated resource of equipment specifications. From skidsteers to excavators and backhoe loaders to wheel loaders – we will cover them all!

The demand for this type of handbook has been made apparent by countless equipment buyers and decision makers across Southern Africa, and ensures that this information will be sourced and used continually throughout 2012.

The shelf life of 12 months also makes this an extremely worthwhile vehicle for interested advertisers and marketers.

Equipment categories that will be covered include:

- Skidsteers
- Telehandlers
- Crawler excavators
- Wheeled excavators
- Wheel loaders
- Backhoe loaders
- Articulated dump trucks
- Rigid dump trucks
- Motor graders
- Bulldozers
- Vibratory rollers
- Tower cranes
- Mobile cranes
- Mobile compressors
- Mobile generators
- Mobile crushers
- Mobile screens
- Bucket Crushers
- Tipper and Mixers
- Asphalt Batching Plants
- Dumpers

Writing worth reading

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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.

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

Size	Casual
DPS	R22 500
FP	R15 000
1/2	R10 500
1/3	R9 000
1/4	R7 500
Strip	R6 000

Cover rates

Outside back	Inside front	Inside back
R20 250	R18 750	R17 250

Circulation: April - June 2010

Readership breakdown by occupation/sector

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

Equipment Specifications Handbook 2010 is a supplementary special edition of the **Plant Equipment & Hire** electronic and print media information package, and will be published in December 2009.

It is mailed independently and addressed personally by title, name, job description and company name to a carefully researched and targeted readership.

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We sell on value rather than price

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