EASTERN CAPE INDUSTRIAL BUSINESS NEWS

YOUR LINK TO INDUSTRY & BUSINESS

2027 RATES & DATA

The Eastern Cape 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.

Established: 2003
Circulation: Distributed to over 5500 key decision-makers. Available as an electronic PDF download.
Reader Profile: We cover all disciplines of engineering and industry including Agriculture; Construction; Consulting Engineers; Electricity/ Gas/Water; Supply; Government & Municipal; Health & Hospital; Infrastructure; Manufacturing; Ports & Shipping; Property & Development; Renewable Energy and Transport, Logistics & Freight
Frequency: Bi-monthly (Six issues): Jan/Feb; Mar/Apr; May/Jun; Jul/Aug; Sept/Oct; Nov/Dec

Format & Trim Size: A3 tabloid (415mm deep X 295mm across) .
Display & Advertising Area: 390mm deep x 275mm across

Columns	1	2	3	4	5	6	7	8
	30mm	65mm	100mm	135mm	170mm	205mm	240mm	275mm

Rates:
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.

Single Column Centimetre Rates: *(includes agency commission, excludes VAT)*

Insertions	Casual Insertion	3-5 Insertions	6 + Insertions
Rate	R161	R153	R144

Common size adverts and costs per insertions (based on c/cm rates)

Advert Sizes (Height X Columns)	Height X Width	Casual Insertion	3 – 5 Insertions	6+ Insertions
10cm x 2col	100mm x 65mm	3,220	3,060	2,880
10cm x 3col	100mm x 100mm	4,830	4,590	4,320
10cm x 4col (Horizontal)	100mm x 135mm	6,440	6,120	5,760
5cm x 8col (Horizontal Strip)	50mm x 275mm	6,440	6,120	5,760
15cm x 3col (¼ A4 vertical)	150mm x 100mm	7,245	6,885	6,480
15cm x 4col	150cm x 135mm	9,660	9,180	8,640
20cm x 4col (¼ A3 Vertical)	200mm x 135mm	12,880	12,240	11,520
10cm x 8 col (¼ A3 Horizontal Strip)	100mm x 275 mm	12,880	12,240	11,520
39cm x 2col (¼ A3 Vertical Strip)	390mm x 65 mm	12,558	11,934	11,232
15cm x 6col (½ A4 Horizontal)	150mm x 205mm	14,490	13,770	12,960
30cm x 3col (½ A4 Vertical)	300mm x 100mm	14,490	13,770	12,960
20cm x 5col	200mm x 170mm	16,100	15,300	14,400
20cm x 8col (½ A3 Horizontal)	200mm x 275mm	25,760	24,480	23,040
27cm x 5col (reduced A4)	270mm x 170mm	21,735	20,655	19,440
30cm x 6col (A4)	300mm x 205mm	28,980	27,540	25,920

Company Profile
Full A3 Page (390mm x 275mm) - R36,800

Sponsored News

- **Option 1**: Headline + 700 words + 1 picture, with click through to your website or preferred campaign - R9,700
- **Option 2:** Headline + 400 words + 1 picture, with click through to your website or preferred campaign - R5,700
- **Option 3:** Headline + 210 words + 1 picture, with click through to your website or preferred campaign - R4,500

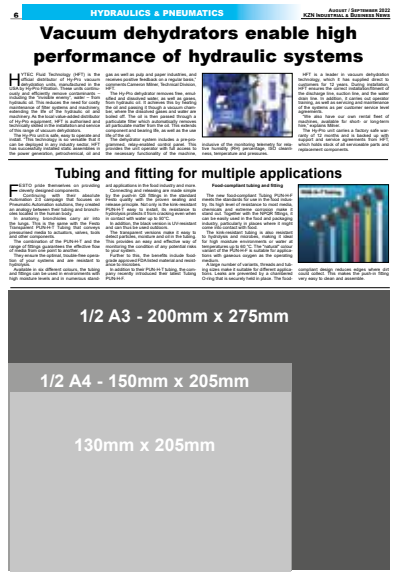
Book a package to benefit from the greatest reach across all our platforms at a special rate.
Includes: Publication + Newsletter + Website

EASTERN CAPE INDUSTRIAL BUSINESS NEWS EXPRESS
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PDF Size Chart









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: Eastern Cape Industrial Business News is not responsible for colour discrepancies which may occur when images are converted from RBG 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 or sent via WeTransfer.

Production

In-house Advertisement Production: A minimal production cost will apply to clients requiring this service.

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