

SOUTH AFRICAN

INSTRUMENTATION AND CONTROL

www.instrumentation.co.za

 Media Profile 2012



The authoritative one-stop resource for instrumentation, systems and automation

SA Instrumentation & Control's unsurpassed circulation, trusted editorial and versatile marketing mix provide the most powerful advertising medium in the industry today.

SA I&C is the official publication of the Society for Automation, Instrumentation, Measurement and Control and is the premier information source for instrumentation, systems and automation solutions in Southern Africa. An unswerving focus that has made it the leading and most respected publication in its field.

SA I&C strives to keep its readers fully informed on significant industry developments, trends and standards by providing the latest economic, business and technical news pertinent to instrumentation, systems and automation practitioners and the organisations that employ them.

Integrated Marketing Solutions

SA I&C is a business-to-business publication offering marketers an integrated, solutions orientated marketing platform.

Using our media outlets options of print and on-line, we'll work with you to develop a customised integrated campaign that will suit your marketing requirements and budget.

Print

SA I&C

The IBG (Annual)

Online

www.instrumentation.co.za
monthly e-zines (8 661)
www.ibg.co.za

Below the Line

Conferences
Round Tables
Webinars

SA I&C Audience

SA I&C is ABC audited and reaches in excess of 5 500 specialist readers (excluding pass-along readers), its readers comprise of highly qualified, experienced engineering and technical personnel, corporate management and R&D professionals involved in automated manufacturing processes and systems.

Target Industries

Aerospace | Chemicals | Food & Beverage | Instrumentation | Measurement & Control Apparatus | Petroleum
Pharmaceuticals | Pulp, Paper & Allied Products | Rubber & Plastic | Mining & Metals | Waste & Waste Water

Reader Demographics

Reader demographics according to the industry sector, designation, company size and geographical breakdown are available on request.

Total Circulation (April – June 2011): 5 541

Paid / Requested Readers: 3 315



TECHnews

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www.technews.co.za



Issue	Deadline	Industry Features	Technology Features
January	21 November	Mining, metals & quarrying Intelligent vehicle solutions	Laboratory & analytical PLC, PAC & DCS Pressure measurement & control Enclosures, cabling & accessories Electrical power & energy efficient systems IT in manufacturing
February	9 January	Agriculture, food, beverage & pharmaceutical Packaging & bottling	Control valves, actuators & pumps Level measurement & control Scada Robotics & mechatronics Wireless & telemetry IT in manufacturing
March	6 February	Power generation & distribution (including non-fossil energy) Building management	Data logging & recording Fieldbus & industrial networking Safety systems including hazardous area equipment Mass (including mass flow) measurement Presence sensors & vision systems IT in manufacturing
April	5 March	Oil & gas exploration, recovery, transport, storage & processing Water, wastewater & waste	Electrical power & energy efficient systems Temperature measurement & control Wireless & telemetry Motion controls, drives & automation Test, measurement & calibration IT in manufacturing
May	29 March	Chemicals & plastics Pulp & paper	Condition monitoring & vibration Environmental control & monitoring Pneumatics & hydraulics Flow measurement & control Industrial computers & data acquisition IT in manufacturing
June	14 May	Power generation & distribution (including non-fossil energy) Building management	Protection, relays & switches Scada (including Scada review) PLC, PAC & DCS Wireless & telemetry Temperature measurement & control IT in manufacturing
July	11 June	Mining, metals & quarrying Water, wastewater & waste	Enclosures, cabling & accessories Electrical power & energy efficient systems Laboratory & analytical Pressure measurement & control Safety systems including hazardous area equipment IT in manufacturing
August	9 July	Agricultural, food, beverage & pharmaceutical Packaging & bottling	Level measurement & control Control valves, actuators & pumps Data-logging & recording Test measurement & calibration Wireless & telemetry Motion control, drives & automation IT in manufacturing



Issue	Deadline	Industry Features	Technology Features
September	3 August	Oil & gas exploration, recovery, transport, storage & processing Intelligent vehicle solutions	Industrial computing & data acquisition Fieldbus & industrial networking Presence sensors & vision systems Electrical power & energy efficient systems Pressure IT in manufacturing
October	3 September	Pulp & paper Water, wastewater & waste	Mass, including mass flow PLC, PAC & DCS Pneumatics & hydraulics Safety systems including hazardous area equipment Wireless & telemetry IT in manufacturing
November	1 October	Mining, metals & quarrying Power generation & distribution (including non-fossil energy)	Environmental monitoring & control Flow measurement & control Condition monitoring & vibration Scada Robotics & mechatronics IT in manufacturing
December	29 October	Chemicals & plastics Building management	Data-logging & recording Operator interfaces & HMI Protection, switches & relays Wireless & telemetry Temperature measurement & control IT in manufacturing

News & Events

Every issue will cover news relevant to the sector on mergers, acquisitions, new agencies, changing of contact details, moves to new premises, landing of significant contracts, vacancies, new appointments, exhibitions, training courses and programmes, etc.

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 Advertising Rates


Full-Colour Rates

Size	Casual	4 – 5	6 – 9	10+
A4	R19 500	R17 600	R16 800	R15 100
1/2 A4	R13 500	R12 100	R11 600	R10 600
1/3 A4	R11 600	R10 500	R10 000	R8 900
1/4 A4	R9 700	R8 700	R8 300	R7 500

Special Positions

Outside Front Cover Package	R27 600
<ul style="list-style-type: none"> • Design to Technews style • Front page story • Lead editorial within publication • Framed A1 poster of the OFC • Technical journalist available on request to interview client/end-user for cover story. Writing services rates on request. 	

Inside front cover	R20 800
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Inside back cover	R18 300
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Outside back cover	R22 000
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Loose Inserts

1 page (2 sides)	R13 800
2 pages (4 sides)	R17 600
Per page thereafter	R1 700

Implement an Integrated Marketing Solution in your campaign, including:
Online, Roundtable, Webinars* & Conferences

Rates & details on request
**10+ print ads entitles you to a 50% discount on a webinar*

Publication	Ad/Edit	Postage	Publication	Ad/Edit	Postage	Publication	Ad/Edit	Postage
January	21 Nov	4 Jan	May	29 March	26 April	September	3 August	30 August
February	9 Jan	2 Feb	June	14 May	8 June	October	3 Sept	28 Sept
March	6 Feb	1 March	July	11 June	5 July	November	1 October	25 October
April	5 March	30 March	August	9 July	2 August	December	29 October	22 Nov

Notes:

All prices exclude VAT

Rates quoted are per insertion

Discounts are determined by the number of insertions placed within a 12-month period

Agency commission: MPSA accredited advertising agencies receive 16.5% commission on payment made within 45 days

Advertising placed by overseas advertisers is subject to a 5% service fee, to cover the costs of international money transfer and related bank and administrative charges.