



The Who's-Who of the South African instrumentation and process control industries

The annual **SA Instrumentation and Control Buyers' Guide (IBG)** is a comprehensive source which is recognised as the definitive Who's-Who of the South African instrumentation and process control industries.

More than merely a listing of who offers what products, the IBG is an integrated offering in which all information is linked in a logical easy-to-follow format, taking customers from a need through to the final solution – be it a company's contact details or products – quickly and simply.

The IBG includes:

- Comprehensive directory listing of suppliers, manufacturers, vendors and service providers;
- Comprehensive listing of manufacturers and brand names, and the South African suppliers thereof;
- Product and services tables covering the full spectrum of the instrumentation and process control industries.

Online

The IBG is published online providing quick effective access for readers who prefer to access the information they require electronically. The online guide mirrors the printed copy, but allows for more in-depth searching to facilitate finding exactly the company, solutions and products needed.

Advertisers added value

Companies who advertise in the Directory have a comprehensive listing in the print and online Directories as follows:

Print Edition

In addition to the standard company listing:

- Company logo in full colour with your listing
- Branch offices in southern Africa
- Inclusion in the listing of manufacturers and brand names
- Placing display advertising gives immediate exposure and credibility
- The opportunity to place your advert in or near a relevant product table

Online Edition

Companies who do not advertise have a limited listing comprising only their company name and head office contact details.

Advertisers have the following expanded listing:

- Company name in bold
- Business description, i.e. "sale of", "manufacture of", "installer of"
- Brands
- Branch offices in southern Africa
- Distributors in southern Africa
- Contact details for key personnel

The IBG 2013 will be published in October 2012

Circulation 4 900





Rates

Size	4 Colour	Black & White
A4	R17 100	R13 800
1/2 A4	R12 200	R8 800
1/3 A4	R10 500	R7 100
1/4 A4	R8 700	R5 400

Special Positions

Outside Front Cover Package	R43 000
<ul style="list-style-type: none"> • Design to Technews style • Front page story 	
Inside Front Cover	R23 800
Inside Back Cover	R20 400
Outside Back Cover	R31 300
Opposite Contents	R23 800
Spine	R11 000
Bookmark (to be supplied complete with ribbon)	R21 300

Notes:

- All rates exclude VAT
- Rates quoted are per insertion
- 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

Editor

Steven Meyer
 Tel: +27 (0) 11 543 5813
 Cell: +27 (0) 73 175 3312
steven@technews.co.za

Business Manager

Jane van der Spuy
 Tel: +27 (0) 31 764 0593
 Cell: +27 (0) 83 234 5412
jane@technews.co.za

Sales Executive

Tina van Kerckhoven
 Tel: +27 (0) 11 543 5810
 Cell: +27 (0) 79 500 1912
tina@technews.co.za