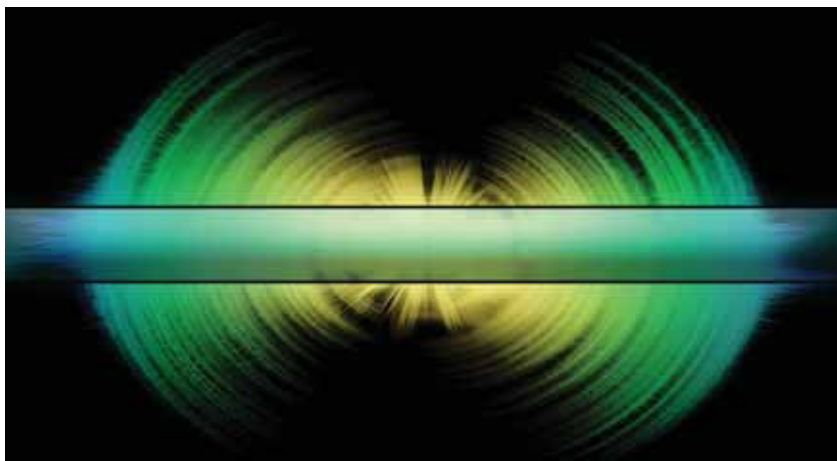




www.mcbg.co.za

 Media Profile 2012



## The Who's Who of the South African controlled mechanical power industry

**The Motion Control Buyers' Guide (MCBG)** is a comprehensive reference source which is recognised as the definitive Who's Who of the South African controlled mechanical power industry. More than merely a listing of who offers what products, the MCBG 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 MCBG 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 controlled power sectors.

### Online

The MCBG 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
- Distributors in southern Africa
- Contact details for key personnel

#### 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 MCBG 2012 will be published in May 2012**

**Circulation:** 3 150



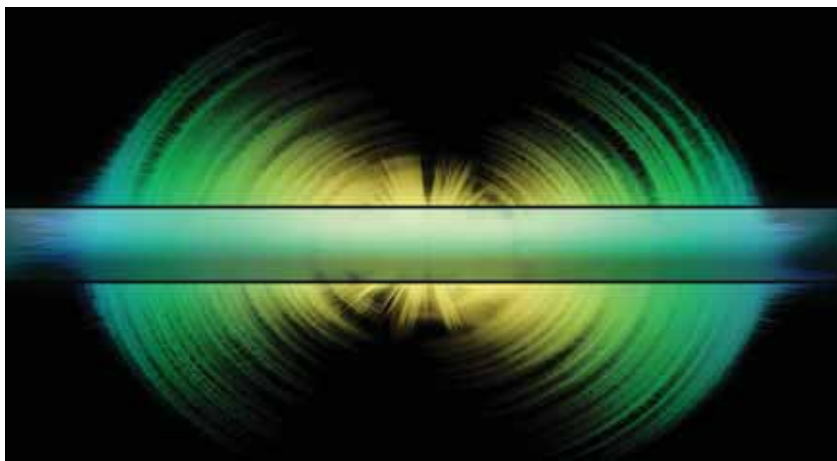
**TECH**news

YOUR MEDIA PARTNER

www.technews.co.za



### Advertising Rates



#### Rates

Size	4 Colour	Process Colour	Black & White
A4	R13 500	R11 800	R10 300
1/2 A4	R9 600	R7 900	R6 300
1/3 A4	R8 400	R6 500	R4 700
1/4 A4	R7 000	R5 300	R3 600

#### Special Positions

Outside Front Cover Package • Design to Technews style • Front page story • Lead article 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	R20 600
Inside Front Cover	R15 400
Inside Back Cover	R13 400
Outside Back Cover	R16 700
Opposite Contents	R15 400

#### 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

Kim Roberts  
 Tel: +27 (0)11 543 5800  
 Cell: +27 (0)82 373 0271  
 kimroberts@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