



Media Profile 2012

The Journal of Controlled Mechanical Power

Motion Control is the official publication for the South African Fluid Power Association (SAFPA), and as such is considered essential reading for those needing to keep abreast of the latest developments in the field of controlled mechanical power in Southern Africa.

Motion Control is a quarterly publication distributed to members of SAFPA, alongside its own circulation of over 3 500 readers.

Published content includes features on products, applications, design, construction or maintenance of equipment that makes use of controlled mechanical power. The publication's core focus is on the 'muscles of industry' and the associated power delivery systems, components, component suppliers, design considerations, maintenance, and safety issues.

As the official publication of The South African Fluid Power Association (SAFPA), Motion Control publishes all news and information regarding SAFPA's events and activities. The South African Fluid Power Association member companies include those engaged in the design, development, engineering, consulting and specifying of hydraulics and pneumatic products and services in the fluid power industry.

Integrated Marketing Solutions

Motion Control is a business-to-business publication offering marketers an integrated, solutions orientated marketing platform. Using our media outlet options of print and on-line, we'll work with you to develop a customised integrated campaign that will suit your marketing requirements.

Print

Motion Control 4 issues

The Motion Control Buyers' Guide (annual)

Online

www.motioncontrol.co.za

4 e-zines (2 902)

www.mcbg.co.za

Motion Control Audience

Motion Control is distributed to a qualified (ABC Audited) circulation of 3497 readers which includes all those involved in or seeking the supply, design, construction or maintenance of equipment that produces controlled mechanical power.

Readers include important decision makers in the industry, from technicians through system designers / engineers, to directors of companies that contract project engineering firms to undertake such projects.

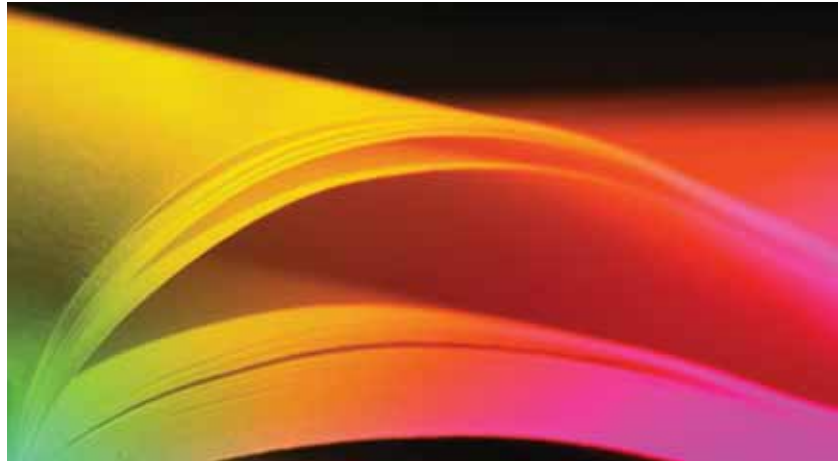
Motion Control serves the following industries:

Aerospace	Agriculture	Automotive	Construction
Defence	Fishing	Food & Beverage	Forestry
Manufacturing	Maritime Engineering	Medical	Mining & metals
Paper, packaging & printing	Pharmaceuticals	Plastics	Warehousing, etc

Total Circulation (April - June 2011): 3 497

Requested Readers: 903





Issue	Q1 2012	Q2 2012	Q3 2012	Q4 2012
Regulars	<p><i>System design considerations and techniques</i> - An opportunity for you to enhance the industry's perceptions of your company by contributing insight into your areas of expertise.</p> <p><i>Maintenance and safety issues</i> - Articles discussing issues that are specific to the safe and efficient application of controlled mechanical power.</p> <p><i>General Interest</i> - Any anecdotal or informative stories that involve hydraulics, pneumatics, their electrical counterparts or associated equipment, robotics & mechatronics</p>			
Industry Sector	MC in utilities (water, waste, electricity) MC in food & beverage MC in agriculture & forestry	MC in mining & metallurgical processing MC in aerospace & defence MC in machine tools	MC in vehicles & their manufacture MC in plastic injection moulding MC in marine & offshore	MC in construction MC in metalworking MC in materials handling
Electricity, drives & controls	Gears & gearboxes	Electrical drives & motors	Brakes, clutches & couplings	Bearings, seals, belts & chains
Hydraulics	Pumps, accumulators, power packs & hydraulic motors	Valves & electro-hydraulic control	Fluid analysis, hose & fittings	Cylinders, seals & filters
Pneumatics	Pneumatic hose, fittings & accessories	Air motors, valves & electro-pneumatic control	Cylinders, seals & filters	Compressors, receivers, air preparation
Systems	Robotics & mechatronics	PLCs, PACs & HMIs	Robotics & mechatronics	PLCs, PACs & HMIs
Non-specific technology	Sensors & encoders	Energy efficiency	Condition monitoring	Energy efficiency
Engineering, soft skills	IT for fluid power Workforce development	System design	Fluid & lubrication Health & safety in MC	Maintenance, repair and shutdown for MC

News & Events

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



Advertising Rates

Full-Colour Rates

Size	Casual	2-3	4+
A4	R14 500	R13 200	R12 500
1/2 A4	R10 100	R9 000	R8 600
1/3 A4	R8 100	R7 400	R6 900
1/4 A4	R6 400	R6 000	R5 400

Special positions

Outside Front Cover Package R20 400

- 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

Inside Front Cover R15 300

Inside Back Cover R13 300

Outside Back Cover R17 000

Dates

Publication	Ad/Edit	Postage
1st Quarter	23 Jan	15 Feb
2nd Quarter	26 Apr	23 May
3rd Quarter	23 Jul	16 Aug
4th Quarter	15 Oct	7 Nov

Loose inserts

1 page (2 sides)	R10 200
2 page (4 sides)	R12 800
Per page thereafter	R1 800

Implement an Integrated Marketing Solution in your Campaign, including Online, Roundtable, Webinars & Conferences

Rates and details available on request

Notes:

- All rates 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

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