THE JOURNAL OF CONTROLLED MECHANICAL POWER

MOTION CONTROL IN SOUTHERN AFRICA BUYERS' GUIDE

www.mcbg.co.za

Media Profile 2013

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 2013 will be published in May 2013

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Advertising Rates

Rates

Size	4 Colour	Process Colour	Black & White
A4	R14 300	R12 500	R10 900
1/2 A4	R10 200	R8 400	R6 700
1/3 A4	R8 900	R6 890	R5 000
1/4 A4	R7 400	R5 600	R3 800

Special Positions

Outside Front Cover Package — R21 800

- 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
- Outside Front Cover material is exclusive. It may not be replicated for use by any other publication

Inside Front Cover	R16 300
Inside Back Cover	R14 200
Outside Back Cover	R17 700
Opposite Contents	R16 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

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