THE JOURNAL OF CONTROLLED MECHANICAL POWER

MOTION CONTROL

IN SOUTHERN AFRICA

www.motioncontrol.co.za

Media Profile 2013

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	Online
Motion Control 4 issues	www.motioncontrol.co.za News briefs
The Motion Control Buyers' Guide (annual)	www.mcbg.co.za

Motion Control Audience

Motion Control is distributed to a qualified (ABC Audited) circulation of 3480 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 2012)**:** 3 480

Requested Readers: 903

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Online 2013

The Power of Online

There can be no doubt that print advertising delivers results, but in today's connected world, online advertising is an essential component of any marketing campaign. It is immediate, maximises visibility, drives traffic to the advertisers' website and increases sales, building a solid brand in the process. Moreover, it has the added benefit of being measurable.

Whether it's through sponsorship of web categories (which gives you total ownership of the selected niche), banner advertising on our news briefs, or branded electronic flyers sent to a select, opt-in audience, Motion Control (www.motioncontrol.co.za) gets you noticed.

The Motion Control website (www.motioncontrol.co.za) will expose you to its niche audience in a highly cost effective and measurable fashion.

Sponsorship Advertising

Limited to two sponsors per category. This ensures brand exposure around all articles in the category, including the current issue and all archived issues, for the duration of the contract.

Button Adverts

Serve throughout the full hierarchy of the site. The small adverts serve as reminders or frequency brand mechanisms. They can also be utilised as a call to action and cross-linked to your own website.

News Brief Advertising

To ensure our readers are kept up-to-date on the latest news and insight in the industry, news briefs are dispatched fortnightly.
This medium is especially effective in communicating time-sensitive releases and events.

e-Mail Marketing Facilities

Branded electronic flyers ideal for promotions, invitations and product launches.
Each database comprises of readers who have requested information relevant to the magazine sector from third parties.
All mailers are subject to acceptance by the editorial team.

For news brief and third party database figures, and site statistics, please contact your media consultant.

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Features

Issue	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Regulars	*System design considerations and techniques* - An opportunity for you to enhance the industry's perceptions of your company by contributing insight into your areas of expertise. *Maintenance and safety issues* - Articles discussing issues that are specific to the safe and efficient application of controlled mechanical power. *General Interest* - Any anecdotal or informative application stories that involve hydraulics, pneumatics, their electrical counterparts or associated equipment, robotics & mechatronics.			
Industry Sector	MC in utilities MC in food & beverage MC in agriculture MC in medical	MC in mining & metals MC in aerospace & defence MC in machine tools	MC in automotive MC in marine & offshore MC in manufacturing	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	Hose & fittings	Cylinders, seals & filters
Pneumatics	Pneumatic hose, fittings & accessories	Cylinders, seals & filters	Air motors, valves & electro-pneumatic control	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.

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Advertising Rates

Full-Colour Rates

Size	Casual	2-3	4+
A4	R15 400	R14 000	R13 300
1/2 A4	R10 700	R9 500	R9 100
1/3 A4	R8 600	R7 800	R7 300
1/4 A4	R6 800	R6 400	R5 700

Special positions

Outside Front Cover Package R21 600

- Design to Technews style
- Front page story
- Lead article within publication
- Framed A1 poster of the OFC
- Outside Front Cover material is exclusive. It may not be replicated for use by any other publication
- Technical journalist available on request to interview client / end-user for cover story. Writing services rates on request

Inside Front Cover	R16 200
Inside Back Cover	R14 100
Outside Back Cover	R18 000

Dates

Publication	Ad/Edit	Postage
1st Quarter	21 Jan	13 Feb
2nd Quarter	29 Apr	22 May
3rd Quarter	22 Jul	15 Aug
4th Quarter	14 Oct	6 Nov

Loose inserts

1 page (2 sides)	R10 800
2 page (4 sides)	R13 600
Per page thereafter	R1 900

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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