

THE JOURNAL OF CONTROLLED MECHANICAL POWER

# **MOTION CONTROL**

I N S O U T H E R N A F R I C A



[www.motioncontrol.co.za](http://www.motioncontrol.co.za)

# 2026

## Media Kit

Print/Digital  
Online  
News Briefs



Official publication of the SAFPA

Covering the key areas of controlled mechanical power

***Motion Control* provides relevant insights into all the major areas concerning controlled mechanical power.**

- Electricity, drives & controls
- Hydraulics
- Pneumatics

## about



### Editorial content

- Insights into the latest controlled mechanical power technology trends
- Expert opinion on industry challenges and developments
- Round-table discussions
- Best practice across products and solutions
- Detailed case studies
- Product editorial
- News, training and events

### Our readers

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

These readers are involved in:

- Aerospace
- Agriculture
- Automotive
- Construction
- Defence
- Engineering
- Fishing
- Food & beverage
- Forestry
- Manufacturing
- Maritime
- Medical
- Mining & metals
- Paper, packaging & printing
- Pharmaceuticals
- Plastics, warehousing, etc.

### Published in print, online and supported by news briefs

#### The quarterly magazine

- Quarterly – four issues per annum
- Reaching in excess of 2 000 specialist readers (excluding pass-along readership)
- ABC certified circulation

#### Motion Control Buyers' Guide

- Published online at [www.mcbg.co.za](http://www.mcbg.co.za)

## [www.motioncontrol.co.za](http://www.motioncontrol.co.za)

- Truly comprehensive: every article published since 2005 in easy-to-access categories
- Direct connection to related products and services on [www.mcbg.co.za](http://www.mcbg.co.za)
- The website is designed so that each page automatically adjusts to fit the reader's screen, whether it's a smartphone, tablet, laptop or PC
- All content and advertising is accessible and easy to read, no matter when, where or how it is being accessed

## [www.mcbg.co.za](http://www.mcbg.co.za)

- The ideal place for professionals to begin their search for products and services
- Direct connection to articles and news on [www.motioncontrol.co.za](http://www.motioncontrol.co.za)

# electronic media



## The digital magazine

- Print publications are available in digital format (e-book or pdf)
- All advertising and editorial in the print issue appears in our digital magazine
- Accessible where and whenever subscribers want to read it

## The news briefs

- Sent to 4 000+ professionals every two weeks
- Keeping readers up to date with the most relevant opinions, news, products, trends and developments

## Direct mailers

- 2 000+ readers who have requested controlled mechanical power information from suppliers on events, product specials, seminars, etc.
- We will send your branded mailer to these readers on your behalf

# features

## Industry and technology features

	Q1	Q2	Q3	Q4
	<b>Deadline: 26 January</b> <b>Postage: 24 February</b>	<b>Deadline: 4 May</b> <b>Postage: 29 May</b>	<b>Deadline: 27 July</b> <b>Postage: 24 August</b>	<b>Deadline: 19 October</b> <b>Postage: 17 November</b>
Regulars	<p>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</p> <p>Maintenance and safety issues – Articles discussing issues that are specific to the safe and efficient application of controlled mechanical power</p> <p>General Interest – Any anecdotal or informative application stories that involve hydraulics, pneumatics, their electrical counterparts or associated equipment, robotics &amp; mechatronics</p>			
Industry sectors	MC in entertainment & lifestyle MC in food & beverage MC in oil & gas MC in machine tools	MC in automotive & transport MC in marine MC in medical & pharmaceutical MC in mining & metals	MC in aerospace & defence MC in agriculture MC in food & beverage	MC in mining & metals MC in metalworking MC in plastics & chemicals MC in materials handling
Electricity, drives & controls	Gears & gearboxes	Electrical drives & motors	Brakes, clutches & couplings	Bearings, seals, belts & chains
Hydraulics	Hydraulic pumps, accumulators, power packs & motors	Hydraulic valves & electrohydraulic control	Hydraulic cylinders & filters	Hydraulic hose & fittings
Pneumatics	Compressors & air preparation	Pneumatic cylinders & filters Pneumatic hose & fittings	Compressors & air preparation	Air motors, pneumatic valves & electropneumatic control
Advanced automation systems	Robotics & mechatronics	MC in automation Artificial intelligence IIoT	Robotics & mechatronics	MC in automation Artificial intelligence IIoT
Technologies for motion control	Condition monitoring & predictive maintenance	Sensors & encoders Fluids & lubrication	Condition monitoring & predictive maintenance	Energy efficiency & renewable energy
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.			

## Print rates

Size	Insertions		
	Casual	2-3	4+
1/4 A4	R13 900	R12 900	R11 700
1/3 A4	R17 300	R15 800	R14 800
1/2 A4	R21 600	R19 300	R18 400
A4	R31 200	R28 700	R26 900

### Special positions

Outside Front Cover.....	*R47 300
Inside Front Cover.....	R32 800
Inside Back Cover.....	R28 800
Outside Back Cover.....	R36 800

\*Includes production, cover story, lead editorial and framed poster of the OFC. Design must comply with *Technews*' design policy and the graphic must be exclusive to *Technews*.

# print/digital rates

## Digital/online rates

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard <i>(includes leaderboard on news brief, one week per month)</i>				R 6 400
Skyscraper	R 6 200	R 5 800	R 4 900	R 4 300
Buttons <i>(serves throughout the site)</i>	R 8 500	R 7 700	R 6 200	R 4 300
180 x 150 left hand banner (x 2)	R 3 700	R 3 200	R 2 600	R 2 100

Category sponsorship	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R 5 700	R 4 900	R 4 600	R 3 900
Skyscraper	R 4 400	R 3 700	R 3 600	R 2 900

## News briefs

Sent every Tuesday and Thursday.

News briefs	Cost per month		
	Casual	3+	12+
Leaderboard	R 6 100	R 5 000	R 3 500
450 x 75 middle banner	R 4 500	R 4 000	R 2 700
600 x 100 bottom banner	R 4 000	R 3 200	R 2 200

## Sponsored content on [www.motioncontrol.co.za](http://www.motioncontrol.co.za)

- All supplied content will be edited to *Technews* style and will be marked as 'sponsored content'.
- Eight supplied editorials in a 12-month period (maximum 1000 words per editorial piece, two high-resolution images and a logo).
- Eight 450 x 75 middle banners on news brief, one per month to run with article.
- The articles will be placed in a relevant category on the website and will also be included on a news brief.

Cost: R24 100 excl. VAT

## Digital/online advertising rates

The *Motion Control* ([www.motioncontrol.co.za](http://www.motioncontrol.co.za)) and *MCBG* ([www.mcbg.co.za](http://www.mcbg.co.za)) websites are able to deliver your products, services and expertise to our audience in a highly cost-effective and measurable fashion, whether it's through category sponsorships, banner advertising, news briefs or third-party electronic mailers.

## Direct mailers

- Rates on request.
- Mailer to be supplied as per *Technews* specifications.

## Sponsorships

Our online advertising works in terms of sponsorships, which are designed to position the advertiser as a leading player in their particular sectors. We have several sponsorships available.

## Notes

- All rates exclusive of VAT.
- Rates quoted are cost per month.
- Online rates exclude banner design, any custom integration of web interactivity and form design.
- Discounts are determined by the number of insertions placed within a 12-month period.
- 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.
- Online advertising is invoiced in the month prior to the month in which the adverts will be loaded.

## Contacts

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