

THE JOURNAL OF CONTROLLED MECHANICAL POWER
MOTION CONTROL
IN SOUTHERN AFRICA

2019
MEDIA KIT

print
online
NEWS BRIEFS



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

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 – 4 issues per annum
- Reaching in excess of 3 000 specialist readers (excluding pass-along readership)
- ABC certified circulation

Annual: Motion Control Buyers' Guide

- South Africa's most comprehensive controlled mechanical power industry directory
- Comprehensive directory listing of manufacturers, suppliers and service providers
- Comprehensive listing of manufacturers and brand names, and the South African suppliers thereof
- The ideal place for professionals to begin their search for products and services
- Categorised and indexed for fast, easy reference
- Direct connection to articles and news on www.motioncontrol.co.za



Electronic media

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

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- Direct connection to articles and news on www.motioncontrol.co.za

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

Mobile

- Digital publications, news briefs and website all available in a format to suit your mobile device

The news briefs

- Sent to 2900+ professionals every two weeks
- Keeping readers up to date with the most relevant opinions, news, products, trends and developments

Direct mailers

- 700+ 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

2900+
news brief
subscribers



2019 Features

	Q1 2019	Q2 2019	Q3 2019	Q4 2019
Deadline	28 January	18 April	8 July	7 October
Posted	19 February	14 May	30 July	29 October
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 application stories that involve hydraulics, pneumatics, their electrical counterparts or associated equipment, robotics & mechatronics</p>			
Industry sectors	MC in entertainment MC in food & beverage MC in packaging MC in oil & gas MC in textiles	MC in aerospace & defence MC in agriculture MC in machine tools MC in mining & metals	MC in automotive & transport MC in marine MC in medical & pharmaceutical	MC in materials handling MC in construction MC in metalworking MC in plastics & chemicals
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 hose & fittings	Hydraulic cylinders & filters
Pneumatics	Pneumatic hose & fittings	Pneumatic cylinders & filters	Air motors, pneumatic valves & electro-pneumatic control	Compressors & air preparation
Systems	Robotics & mechatronics	MC in automation IIoT	Robotics & mechatronics	MC in automation IIoT
Technologies	Sensors & encoders	Energy efficiency & renewable energy	Condition monitoring	Energy efficiency & renewable energy
Engineering	IT for fluid power	System design	Fluids & lubrication Health & safety	Maintenance, repair & shutdown
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.			

3000+
specialist
readers



Print advertising rates

Motion Control

Full colour	Insertions		
Size	Casual	2-3	4+
1/4 A4	R10 400	R9 600	R8 700
1/3 A4	R12 900	R11 800	R11 000
1/2 A4	R16 100	R14 400	R13 800
A4	R23 400	R21 400	R20 100

Special positions	Loose inserts	
Outside Front Cover.....*R32 700	1 page (2 sides)	R16 300
Inside Front Cover.....R24 500	2 pages (4 sides)	R20 300
Inside Back Cover.....R21 500	per page thereafter	R1 900
Outside Back Cover.....R27 400		

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

Motion Control Buyers' Guide (MCBG) 2019

- Published May 2019
- Also published online – www.mcbg.co.za

Size	Full colour
A4	R21 700
1/2 A4	R16 100
1/3 A4	R13 900
1/4 A4	R11 200

Special positions: Availability and rates on request



Notes:

- All rates exclude VAT
- Print rates quoted are cost per insertion
- 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 rates

The Motion Control (www.motioncontrol.co.za) and MCBG (www.mcbg.co.za) websites are able to deliver you to our audience in a highly cost-effective and measureable fashion whether it's through category sponsorships, banner advertising, news briefs or third-party electronic mailers.

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 a number of sponsorships available.

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard <i>(includes leaderboard on news brief, one week per month)</i>				R5 700
Skyscraper	R5 500	R5 100	R4 400	R3 800
Buttons <i>(serves throughout the site)</i>	R7 600	R6 800	R5 500	R3 800
180 x150 left hand banner (x2)	R3 300	R2 800	R2 300	R1 900

Category sponsorship	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R5 000	R4 400	R4 100	R3 500
Skyscraper	R3 900	R3 300	R3 200	R2 600

Direct mailers

700+ subscribers who have requested receiving information from suppliers. Rates on request. Contact your media consultant for details on rates, availability and online advertising specifications.

News Briefs

Sent to our readers' inbox every alternate Wednesday.

	Cost per week			
	Casual	3+	12+	24+
Leaderboard	R3 200	R2 600	R2 200	R1 700
180 x150 right hand banner	R2 300	R2 100	R1 600	R1 300
728 x 90 bottom banner	R2 100	R1 600	R1 300	R1 100

Notes:

- All rates exclusive of VAT.
- Rates quoted are cost per month.
- Online rates are exclusive of 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.

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