

Key Statistics



COPIES CIRCULATED
10 255

WEEKLY READERSHIP
61 530

TARGET MARKET

Industrial and mine management, as well as key decision makers in the public and private sectors.

CURRENT CREDIBLE COMPREHENSIVE



Engineering News & Mining Weekly is South Africa's premier source of weekly real economy news on projects, products, policies, personalities in the industrial, mining, energy and services sectors. In addition to retail sales and postal and hand deliveries to our subscribers **Engineering News & Mining Weekly** has a carefully controlled airport and hotel distribution of **5 000** copies per week.

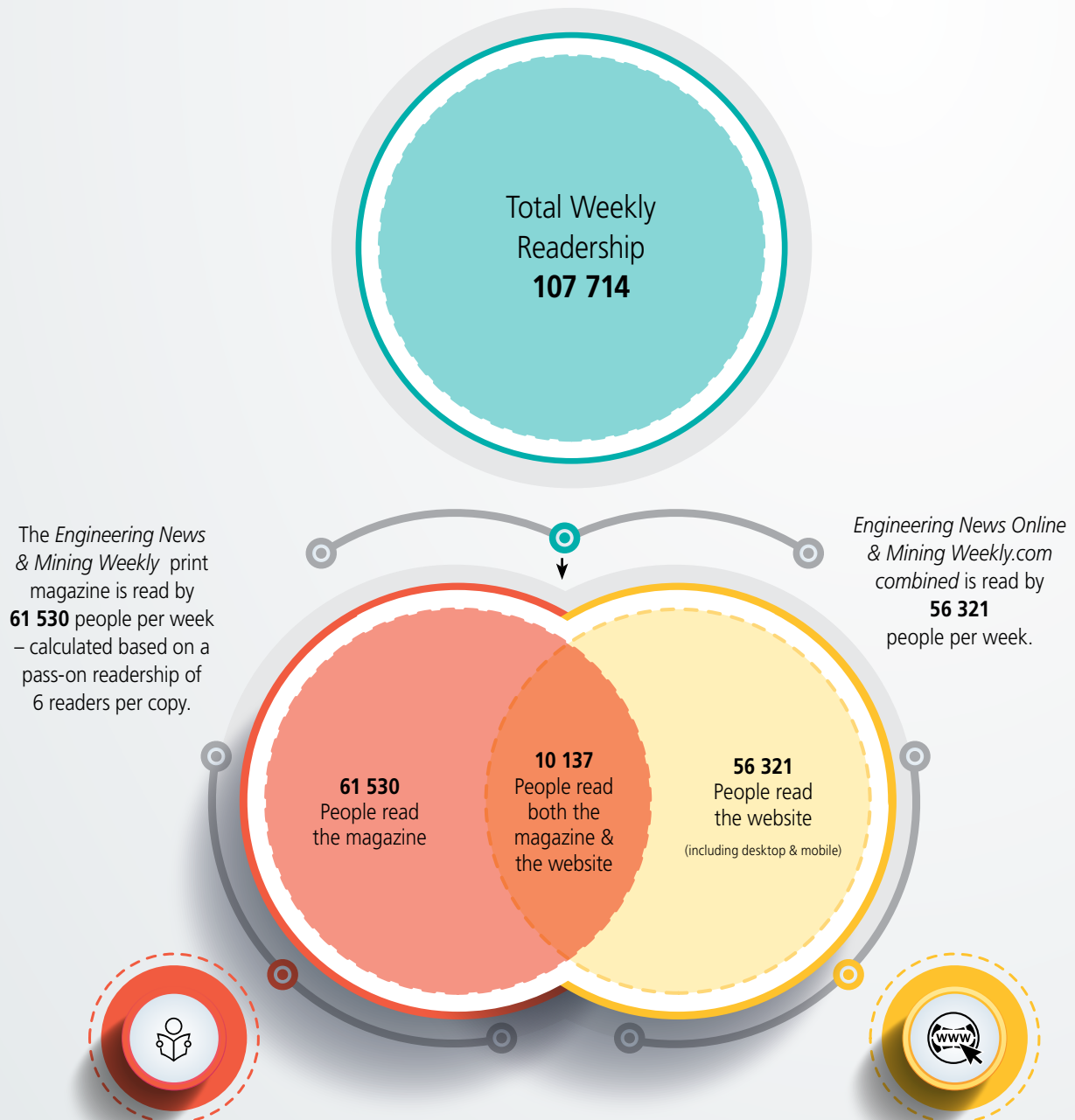


The paper for Creamer Media's magazines come from sustainable forests and both the paper and printer are FSC certified.

Total Readership

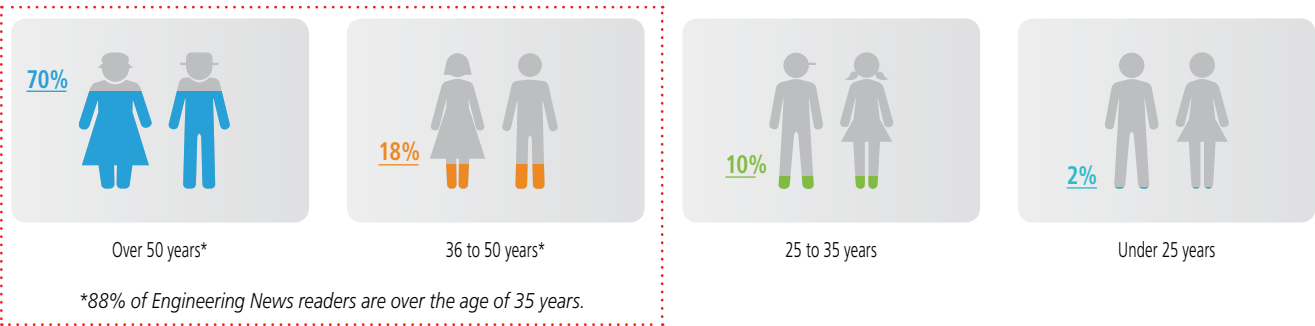
A combination of print & online advertising gives advertisers the widest reach & the biggest impact. This is because 82% of *Engineering News & Mining Weekly.com* readers do not read the print magazine. Therefore, the optimal marketing solution requires a combination of print & online advertising with *Engineering News*. Advertising with both the print & online versions of *Engineering News* will ensure a much wider reach than what can be achieved by restricting a company's marketing efforts to a single medium.

Engineering News & Mining Weekly has a total readership of **107 714** people per week.



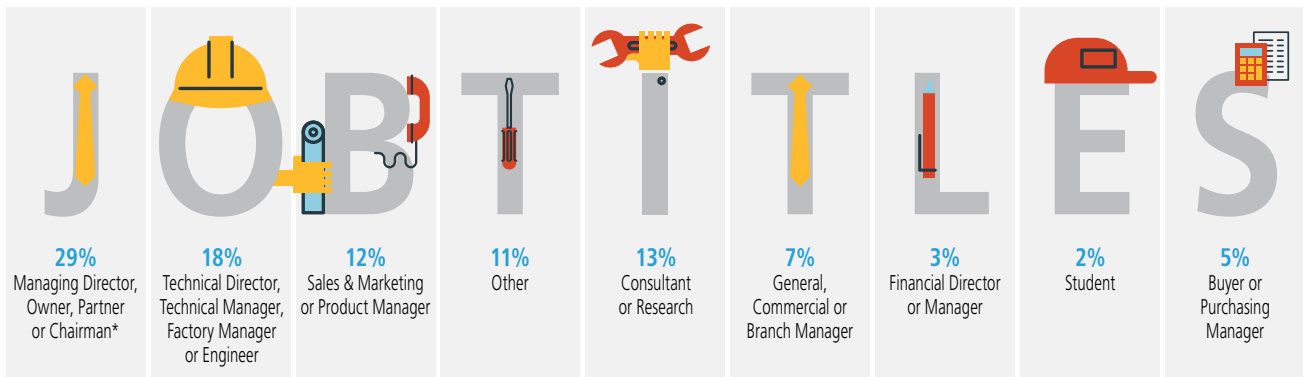
Demographics

Age Group



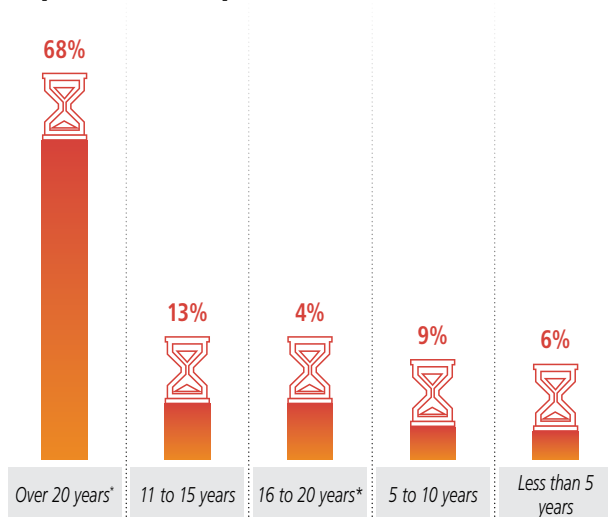
Note that over 800 students receive the weekly magazines, but did not respond to the survey.

Job Titles



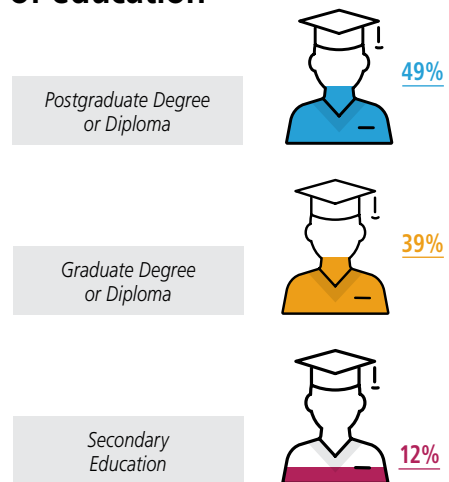
*Engineering News readers are decision-makers in all sectors of the real economy – with procurement authority.

Experience in particular field



*72% of Engineering News readers have over 16 years of experience in their particular field.

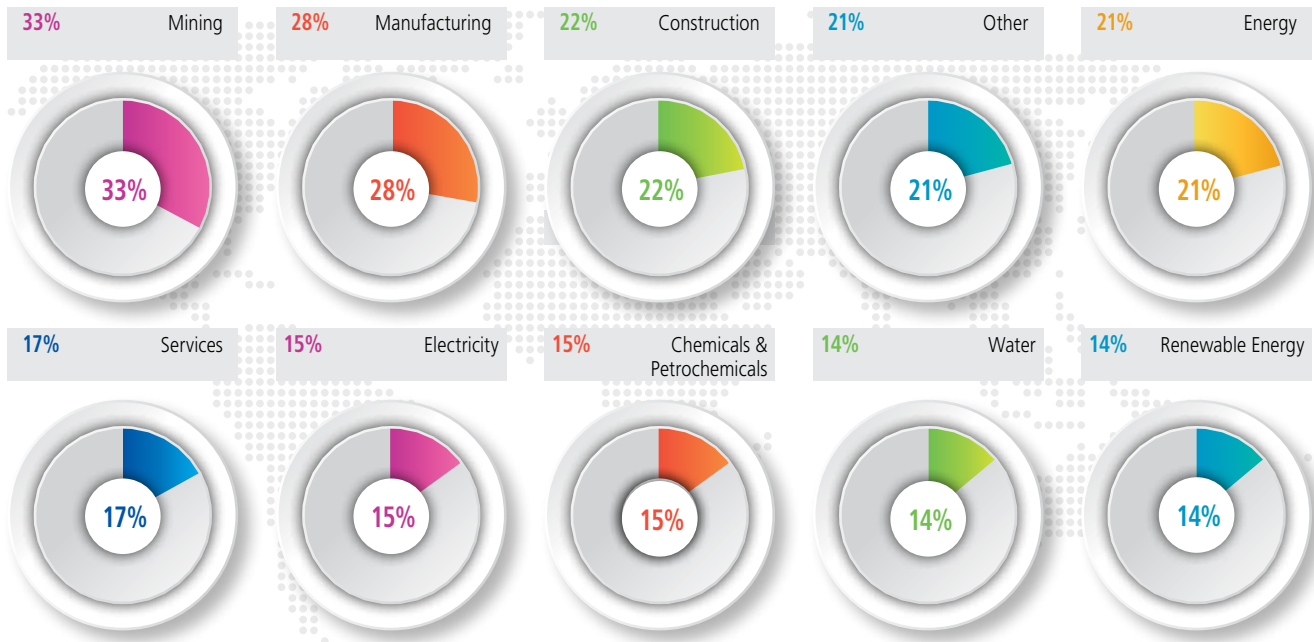
Level of education



42% of readers are interested in further study opportunities.

Sectors

Advertising in *Engineering News & Mining Weekly* will expose your products & services to decision-makers in numerous industries, opening doors to new business opportunities. The magazine's layout give the advertiser the opportunity to advertise to a specialised market – through the features sections – or to a wider audience – through the news and main body sections of the magazine.



Reading Habits

86% of readers read a copy of *Engineering News & Mining Weekly* within 7 days of issue.

Reading Recency

