

# Suppliers Directory

*The Suppliers Directory serves as a user-friendly buyers' guide to key engineering and industrial mining supplies and services in South Africa. Companies are given the opportunity to publish display advertising or product listings in their chosen product categories that cover the full spectrum of industry. The Suppliers Directory is distributed to the regular readers of Engineering News and Mining Weekly and is also distributed at key South African and international industrial and mining expos throughout the year.*

*The **Suppliers Directory** is distributed to the regular readers of **Engineering News & Mining Weekly** as well as at relevant conferences and exhibitions. **Engineering News & Mining Weekly** has a weekly readership of **65 910**. The Suppliers Directory is also available through retail outlets during December.*

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All rates quoted are per advert booking & exclude production charges. Rates are quoted, per advert placement, in South African Rands and exclude VAT.

## Standard Placements

Advert Size	Dimensions (height × width)	1 Advert
Sixth Horizontal	35 × 190 mm	5 200
Quarter Page Horizontal	58 × 190 mm	9 400
Third Page Horizontal	75 × 190 mm	11 500
Half Page Horizontal	118 × 190 mm	14 700
Full Page	246 × 190 mm	24 300
Half Page Double Page Spread	118 × 400 mm	27 500
Double Page Spread	246 × 400 mm	42 700

## Product Listings

Listing	Advert Size	Description	1 Advert
Standard Listing	Contact information and description	Description up to 424 characters	2 200
Branded Listing	Logo, Contact information and description	Description up to 424 characters	3 200

## Cover Positions

Position	Size	1 Advert
Front Cover Corner	Full Page	64 600
Inside Front Cover DPS	Double Page	56 800
Pre Index DPS	Double Page	55 400
Outside Back Cover	Full Page	35 900
Inside Front Cover	Full Page	31 900
Inside Back Cover	Full Page	29 500
Pre-Index Adverts	Full Page	31 100

Refer to our Advertising Terms & Conditions on page 96

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## Product Portal

Cremer Media's Product Portal is a weekly email newsletter (sent to over 98 000 subscribers), and linked web-page, that provides dedicated reporting on new products of interest to the industrial and mining sectors.

The newsletter offers conventional banner advertising options, but our product write-up option gives you a unique opportunity to explain your product's offering and benefits to our readership. Such a write-up will include a suitable product image as well as your contact information.

## Sponsored Posts

Sponsored Posts will appear under the categories of your choice and include a write-up of your product or service; a product photo or logo; and contact information.

**Cost: R2 400 per week**

## Display Ads on Product Portal Newsletter and Webpages

Size	Newsletter Only	Webpages Only	Newsletter and webpages
	1 Week	1 Week	1 Week
Mega Banner	R2 900	R2 200	R3 900
Banner	R2 600	R1 900	R3 600
Island	R2 900	-	R3 600 (Tower advert on webpage)
Tower	R2 600	R1 900	R3 600

All display advert campaign guarantees include a free square advert that will be flighted run of site for the duration of the campaign.

Guaranteed ad-views: 15 000 per week

## Top of Page Product Listings On Product Portal Webpages

On landing page or specific category page

Product Portal Webpages	
1 Month	R3 600
3 Months	R8 500
6 Months	R15 200
12 Months	R19 600

Refer to material specifications and sizes on page 24 (print) and 44 (online).