

# Analytical

## Reporter **Africa**

Founded in 1982, Analytical Reporter has grown into the premier laboratory equipment journal, recognised internationally. In addition to keeping its readers informed with up-to-date news and events in the analytical research industry, Analytical Reporter is the ideal vehicle for laboratory equipment suppliers to showcase their merchandise with its regular coverage of the latest product information. One of the best-known features of this alternate monthly publication is its suppliers' directory, a comprehensive and continually updated list of suppliers' names and contact details listed alphabetically according to product, which has proven itself to be the perfect tool for laboratories planning to buy or upgrade equipment.

## Distribution

- Analytical and industrial laboratories
- Pathologists - government and private
- Hospitals, clinics - government and private
- Universities and technikons
- Research institutes and municipalities
- Technologists, medical, food and beverage
- Mines
- Municipalities and research institutes

Alternate monthly



# 2011 **rate** card

COMPLETE WITH A COMPREHENSIVE SUPPLIERS DIRECTORY

## Contacts

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**NEWS | 1**

**Alec Cameron and Associates – laboratory training**

**Gas calibration standard-accuracy is everything**

**Rapid and specific method of detection for melamine in infant formula and liquid milk**

**A6 Vertical (125mm x 90mm)**

**26 | VISCOMETERS & RHEOMETERS**

**Matrom Knesser 'redefines the rheometer'**

**Haake VT 550 with Vane Rotor**

**Rheotek RPV-1 polymer viscometer**

**Physica MCR rheometer**

**A5 Horizontal (130mm x 185mm)**

**28 | CENTRIFUGES**

**Centrifuge and mixer in-one by KYTOSE**

**Orto Alresa Microcen 21 centrifuge**

**Orto Alresa Digicen 21 AND 21R centrifuges**

**A5 Vertical (190mm x 135mm)**

**GENERAL | 9**

**Excel with Spectra-Physics Excelsior lasers**

**Fritsch mini mill for samples under 5ml**

**A4 Horizontal (195mm x 277mm)**

**Advertising rates: Full colour**

Size	Casual	3 Insertions	6 Insertions
DPS	On request	On request	On request
A3	R13 800	R12 600	R11 500
A4	R11 500	R10 800	R9 900
A5 page	R7 800	R7 000	R6 400
A6 page	R5 900	R5 300	R4 800

Website adverts: (Skyscraper 600px x 160px) R3 500 (Offsquare 250px x 300px) R2 500

**Material requirements – height x width**

Ad size	Trim size	Type area	Bleed size
DPS	420 x 594 mm	410 x 584 mm	426 x 600mm
A3 (V)	420 x 297 mm	410 x 287 mm	426 x 303 mm
A4 (V)	297 x 230 mm	287 x 220 mm	No bleed
A4 (H)	195 x 277 mm	185 x 267 mm	No bleed
A5 (V)	190 x 135 mm	180 x 125 mm	No bleed
A5 (H)	130 x 185 mm	120 x 175 mm	No bleed
A6 (V)	125 x 90 mm	115 x 80 mm	No bleed
1/2 (V)	365 x 135 mm	355 x 125 mm	No bleed

Special positions rates on request at a % loading  
 Loose insertions – rates on request  
 The above rates include agency commission and exclude VAT.

# Editorial

A3: 3 free plus 3 colour pictures  
 A4: 2 free plus 2 colour pictures  
 A5: 1 free plus 1 colour picture  
 Extra editorial: R300 each

# Suppliers' Directory

1 insertion R180  
 Less than 5 insertions R130 each per issue  
 More than 5 insertions R90 for the first five then R70 thereafter  
 All prices are exclusive of VAT

# Advertising

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**BIOTECHNOLOGY & EQUIPMENT | 17**

**Instrupure water purification systems**

**Milica® EPF line of syringe filters**

**A4 Vertical (297mm x 230mm)**

**MINING | 11**

**Rocklabs automated sample preparation equipment**

**Bidirectional digital pressure controller**

**Contact Wirsam Scientific for Labcon drying ovens**

**1/2 Vertical (365mm x 135mm)**

All adverts must be supplied on CD in PDFx1a format. All images and fonts must be imbedded. No open files or RGB JPEG's will be accepted. We will not be held responsible for colour accuracy should a rainbow/iris proof not be supplied.