

Hire

SA in Africa

THE PROFESSIONAL JOURNAL FOR THE HIRING INDUSTRY

Hire SA will provide readers with a comprehensive overview of products suitable for both the rental and end user markets in the following sectors:

- Small- to medium-sized construction and industrial equipment;
- Large earthmoving, industrial, demolition and mining/quarrying equipment;
- Lifting and materials handling equipment; and
- Equipment for people working at height.

Hire SA will focus on technological developments across the spectrum of targeted equipment through in-depth technical articles derived from all product suppliers.

A variety of equipment will be featured in actual projects giving readers and the end users an overview of the capabilities of this equipment, making purchasing decisions easier to make.

Issues in the various market sectors will be raised, particularly through interviews with industry players. These will include health and safety, legal compliance and labour concerns, business-related matters and company successes.

The 'Where to Rent/Where to Buy' sections at the back of the journal will offer readers the contact information of key players in the rental and OEM market.

Contacts:	
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Advertising make-up

Size	
A4	R 1 470
1/2 page	R 880
1/3 page	R 650
1/4 page	R 650
1/8 page	R 430

Size	Casual	6 insertions	12 insertions
DPS	R18 300	R16 400	R15 200
A4	R10 500	R9 400	R8 100
1/2 page	R8 200	R7 700	R6 500
1/3 page	R7 400	R6 700	R5 900
1/4 page	R5 900	R5 300	R4 700
1/8 page	R3 500	R3 000	R2 700
OFC	R42 400 including a cover story		
Classifieds	R2 000 plus R210 make up costs. (Minimum 6 month contract) Logo, contact details, picture and 20-30 words		
Where to Rent/Buy	Free to all advertisers with a minimum 6 month advertising contract. Maximum of 5 lines, thereafter R35.00 per line. R100.00 per line for non advertisers		
4 page advertorial spread: R 31 800			
Website adverts: (Skyscraper 600px x 150px) R 3 500 (Offsquare 250px x 300px) R2 500			

Material requirements – height x width

Ad size	Trim size	Type area	Bleed size
DPS	297 x 420 mm	287 x 400 mm	3 mm
A4	297 x 210 mm	287 x 190 mm	3 mm
1/2 page (V)	297 x 100 mm	287 x 90 mm	3 mm
1/2 page (H)	130 x 180 mm	120 x 170 mm	No bleed
1/3 page (V)	297 x 70 mm	287 x 60 mm	3 mm
1/3 page (H) strip	80 x 180 mm	70 x 170 mm	No bleed
1/4 page (H) strip	60 x 180 mm	50 x 170 mm	No bleed
1/8 page strip	40 x 180 mm	35 x 170 mm	No bleed
Classifieds	80 x 55 mm	70 x 45 mm	No bleed

Booking deadline:	Bookings to be made a month prior to publication
Material deadline:	To be supplied 3 weeks prior to publication
Cancellation deadline:	Cancellations to be in writing two weeks prior to the booking deadline

All adverts to be supplied on CD in PDFx1a format. All images and fonts must be embedded. 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.





Features for 2011

January	Backhoe Loaders and financing
February	Skid steers, power tools and engines
March	Wheel loaders and LDV's
April	Motor graders and Power tools
May	Compaction, power tools and hydraulic hoses
June	Crushing and screening and lubricants
July	Excavators and buckets
August	Telehandlers, power tools and forklifts
September	Trucks, tyres and ADTs
October	Power tools and Automated Engineering
November	Bulldozers and parts
December	Cranes and access
Editorial deadline	Seven weeks prior to month of publication

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