

[www.motioncontrol.co.za](http://www.motioncontrol.co.za)

THE JOURNAL OF CONTROLLED MECHANICAL POWER

# **MOTION CONTROL**

IN SOUTHERN AFRICA



Print | Online | News Briefs

## **2024 Media Kit**



# ABOUT

## 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    | • Defence         | • Forestry      | • Mining & metals             |
| • Agriculture  | • Engineering     | • Manufacturing | • Paper, packaging & printing |
| • Automotive   | • Fishing         | • Maritime      | • Pharmaceuticals             |
| • Construction | • Food & beverage | • Medical       | • Plastics, warehousing, etc. |

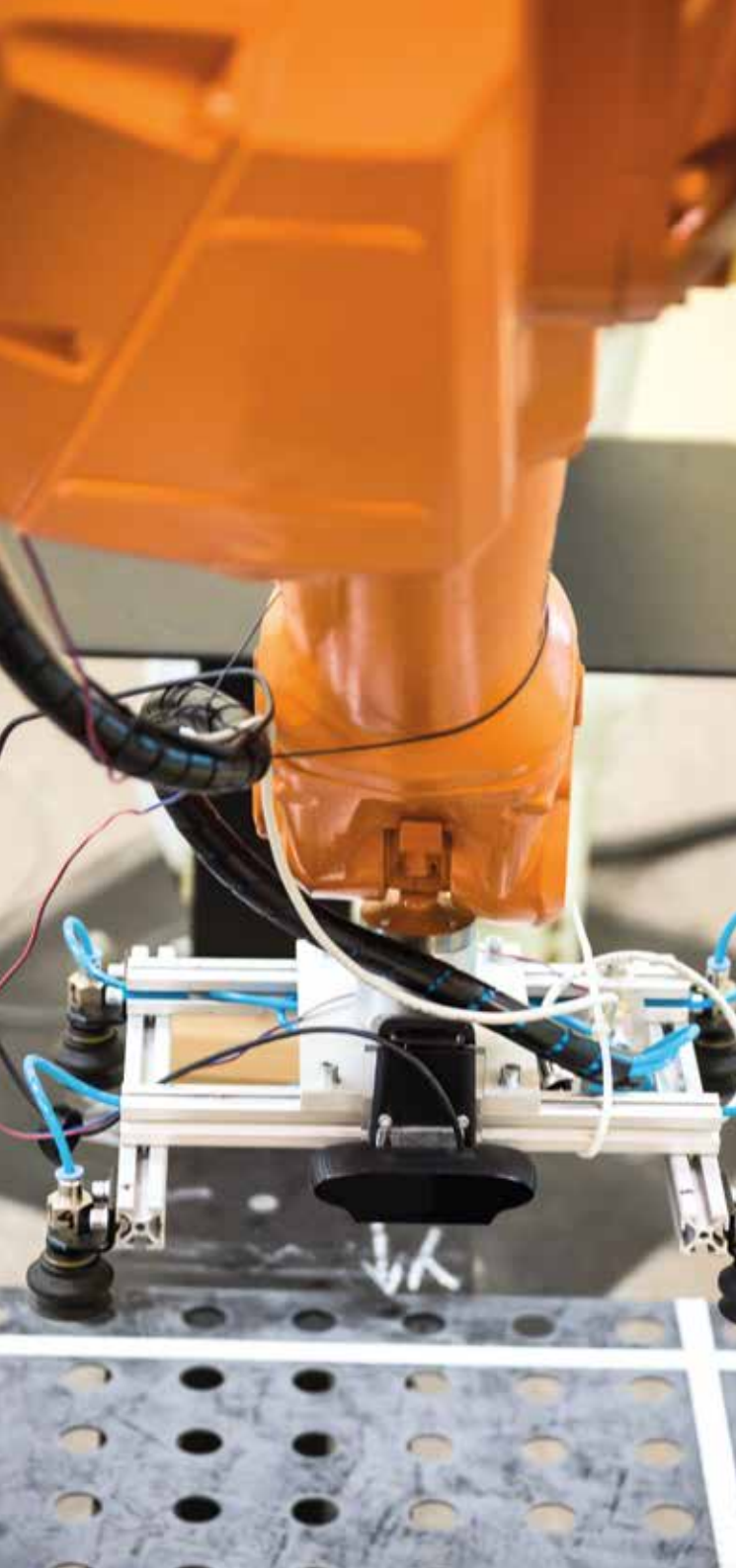
## Published in print, online and supported by news briefs

### The quarterly magazine

- Quarterly – 4 issues per annum
- Reaching in excess of 2 000 specialist readers (excluding pass-along readership)
- ABC certified circulation

### Motion Control Buyers' Guide

- Published online at [www.mcbg.co.za](http://www.mcbg.co.za)



# ELECTRONIC MEDIA

## **[www.motioncontrol.co.za](http://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](http://www.mcbg.co.za)
- The website is designed so that each page automatically adjusts to fit the reader's screen, whether it's a smartphone, tablet, laptop or PC
- All content and advertising is accessible and easy to read, no matter when, where or how it is being accessed

## **[www.mcbg.co.za](http://www.mcbg.co.za)**

- The ideal place for professionals to begin their search for products and services
- Direct connection to articles and news on [www.motioncontrol.co.za](http://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

## **The news briefs**

- Sent to 3 500+ professionals every two weeks
- Keeping readers up to date with the most relevant opinions, news, products, trends and developments

## **Direct mailers**

- 1 700+ 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





# FEATURES 2024

## Industry and technology features

	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Deadline	29 January	29 April	29 July	28 October
Regulars	<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 <i>Maintenance and safety issues</i> – Articles discussing issues that are specific to the safe and efficient application of controlled mechanical power <i>General interest</i> – Any anecdotal or informative application stories that involve hydraulics, pneumatics, their electrical counterparts or associated equipment, robotics and mechatronics			
Industry sectors	MC in entertainment & lifestyle MC in food & beverage MC in oil & gas MC in machine tools	MC in automotive & transport MC in marine MC in medical & pharmaceutical	MC in aerospace & defence MC in agriculture MC in food & beverage	MC in mining & metals MC in metalworking MC in plastics & chemicals MC in materials handling
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 cylinders & filters	Hydraulic hose & fittings
Pneumatics	Compressors & air preparation	Pneumatic cylinders & filters Pneumatic hose & fittings	Compressors & air preparation	Air motors, pneumatic valves & electropneumatic control
Advanced automation systems	Robotics & mechatronics	MC in automation Artificial intelligence IIoT	Robotics & mechatronics	MC in automation Artificial intelligence IIoT
Technologies for motion control	Condition monitoring & maintenance	Sensors & encoders Fluids & lubrication	Condition monitoring & maintenance	Energy efficiency & renewable energy
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.			

# PRINT RATES 2024

## Advertising rates and sizes

Full colour	Insertions		
Size	Casual	2-3	4+
1/4 A4	R12 500	R11 600	R10 500
1/3 A4	R15 500	R14 200	R13 300
1/2 A4	R19 400	R17 300	R16 600
A4	R28 100	R25 800	R24 200

Special positions	Loose inserts
Outside Front Cover ..... *R42 500	1 page (2 sides) ..... R18 500
Inside Front Cover ..... R29 500	2 pages (4 sides)..... R23 000
Inside Back Cover ..... R25 900	per page thereafter..... R2 200
Outside Back Cover..... R33 000	

*\*Includes production, cover story, lead editorial, an A4 advert and a framed poster of the OFC.*

*The design must comply with Technews' design policy. Graphic must be exclusive to Technews Publishing.*

# DIGITAL RATES 2024

## Digital/online advertising rates

The Motion Control ([www.motioncontrol.co.za](http://www.motioncontrol.co.za)) and MCBG ([www.mcbg.co.za](http://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>				R6 100
Skyscraper	R5 900	R5 500	R4 700	R4 100
Buttons <i>(serves throughout the site)</i>	R8 100	R7 300	R5 900	R4 100
180 x 150 left hand banner (x 2)	R3 500	R3 000	R2 500	R2 000

Category sponsorship	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R5 400	R4 700	R4 400	R3 700
Skyscraper	R4 200	R3 500	R3 400	R2 800

### Direct mailers

- Rates on request.
- Mailer to be supplied as per Technews specifications.



# DIGITAL RATES 2024

## News briefs

Sent every alternate Wednesday.

	Cost per month (two news briefs per month)		
	Casual	3+	12+
Leaderboard	R5 800	R4 800	R3 300
450 x 75 middle banner	R4 300	R3 800	R2 600
600 x 100 bottom banner	R3 800	R3 000	R2 100

## Sponsored content

Sponsored content on [www.motioncontrol.co.za](http://www.motioncontrol.co.za)

- All supplied content will be edited to Technews style and will be marked as 'sponsored content'.
- Eight supplied editorials in a 12-month period (maximum 1000 words per editorial piece, two high-resolution images plus logo).
- Eight 450 x 75 middle banners on news brief, one per month to run with article.
- The articles will be placed in a relevant category on the website and will also be included on a news brief.

Cost: R22 700 excl. VAT

## 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.

## Contacts:

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