



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.



[Advertising Prices]

Size	Casual	6 insertions	12 insertions
DPS	R19 400	R17 400	R16 100
A4	R11 100	R9 950	R8 600
1/2 page	R8 700	R8 150	R6 900
1/3 page	R7 850	R7 100	R6 250
1/4 page	R6 250	R5 600	R5 000
1/8 page	R3 700	R3 150	R2 850
OFC	R42 400 including a DPS cover story		
Where to Rent/ Buy	5 Free lines to all advertisers with a minimum 6 month advertising contract. R100.00 per line		

4 page advertorial spread: R 33 700

Website adverts: Top banner: 960px (width) x 60px (height) R 3 500

side banner on the Pressmart page is: 160px (width) x 600px (height) 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

[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

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.



Contacts:

Managing editor:

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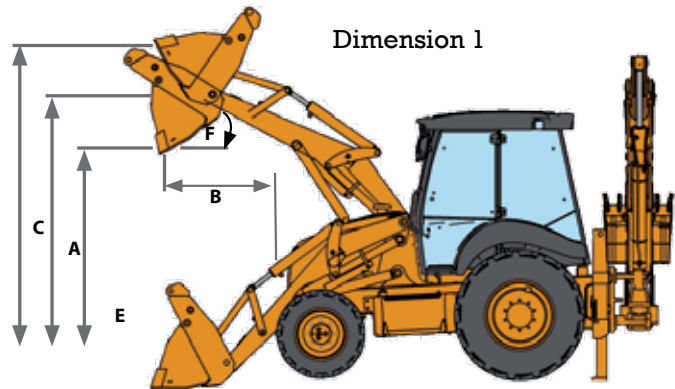
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Media 24 Business & Custom
MAGAZINES

Hire

SA in Africa
THE PROFESSIONAL JOURNAL FOR THE ENTIRE INDUSTRY



CASE
580T
SPECS

Dimension 1
580T loader

Standard A
Max dump height
under bucket at
45 degree 2 688mm

B
Max reach with bucket at
45 degrees 830mm

C
Maximum height
pin 3 460mm

D
Maximum bucket
height 4 250mm



[Features for 2012]

January	Backhoe loaders and fleet financing
February	Skid steers, power tools and diesel engines
March	Wheel loaders, power tools and Light Delivery Vehicles (Forklift SA)
April	Motor graders and scaffolding
May	Compaction, power tools and safety equipment
June	Mobile and Tower cranes; access equipment
July	Excavators and buckets (Forklift SA)
August	Telescopic Handlers and attachments
September	Trucks, tyres and ADTs
October	Automated engineering and power tools
November	Bull dozers and spare parts (Forklift SA)s
December	Crushing and screening
Editorial deadline	Seven weeks prior to month of publication

“The Professional Journal for the entire Industry”

www.hiresa.co.za

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