

2025

MEDIA KIT



AFRICAN CARGO AND BULK HANDLING

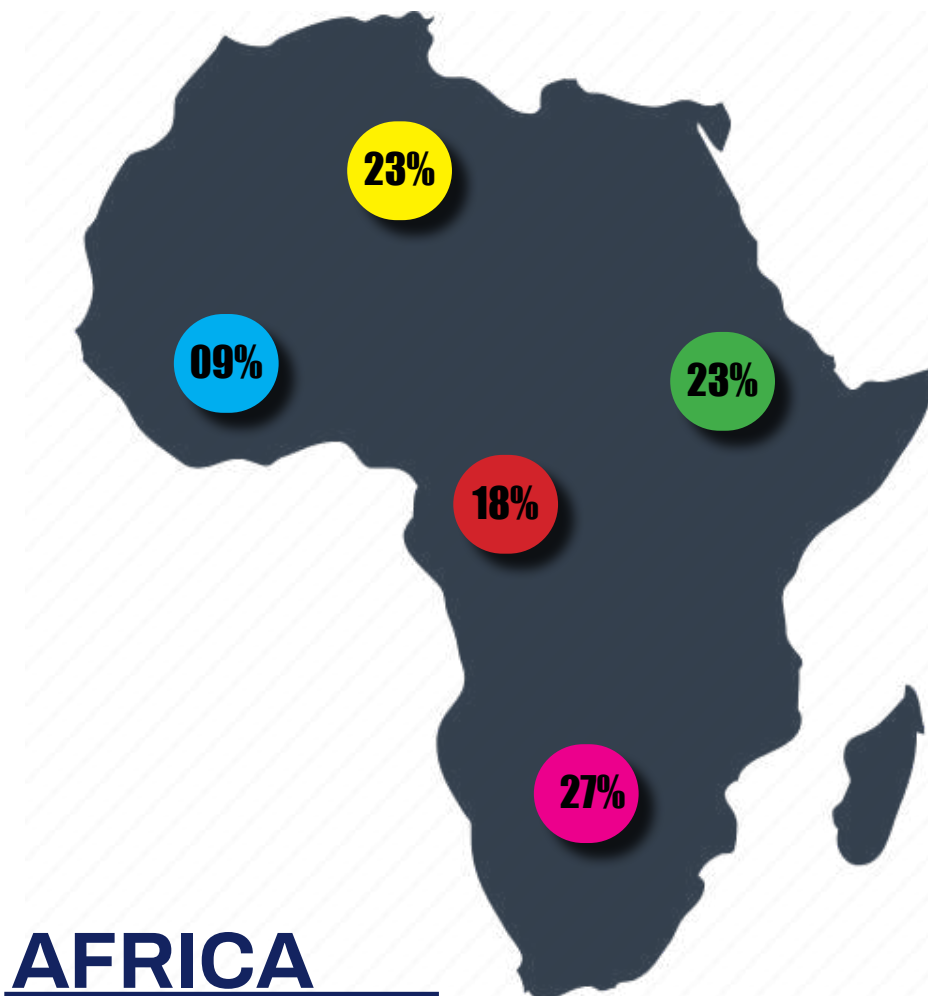


A QUARTERLY PERIODICAL RENOWNED FOR ITS COMPREHENSIVE COVERAGE OF THE DRY BULK AND BREAK BULK CARGO SECTORS

ABOUT US

The African Cargo and Bulk Material Handling Magazine is a quarterly periodical renowned for its comprehensive coverage of the dry bulk and break bulk cargo sectors. We specialize in both print and digital marketing, serving as a bridge for companies seeking to connect with their target audience in Africa. Our mission is to foster connections, disseminate information, and enhance understanding within the Cargo and Bulk Material Handling Magazine and related equipment industries by forging valuable partnerships between manufacturers, service providers, and their clientele. Whether your objective is to bolster brand recognition, educate the market, generate actionable leads, or achieve all of the above, our integrated print and digital channels are poised to deliver a robust and quantifiable return on investment.

DISTRIBUTION



AFRICA



WEBSITE

22,337 Average Page Views per Month

3,456 Average Unique Visits per Month

589 Average Hits per Month

MAGAZINE

Circulation of Print and Digital 26 900

Monthly readership/ 16 800

EMAIL

26 800 Subscribers

3,000 Weekly newsletters

25% Average opening rate

TARGET MAKETS



• Mining and Heavy Industries

• Logistics, Ports & Terminals

Primary Producers

Conveyors, Transfers, Chutes

Dust Control & Environment

Equipment & Technology

Engineering



• Shipping & Transportation

Powder Handling

Staffing, Recruitment & Training

White Papers

Primary Consumers

• Materials Handling

Agribusiness & Food

IT and Communications

Food and Beverage

Warehouse and Packaging

Manufacturing and logistics

• Fleet Management



CUSTOMISED SEGMENTS BY INDUSTRY



BREAKBULK & BAGGING

Global trade and analysis of steel products, forest products, pulp & paper, unit cargo handling and storage techniques, FIBCs, bags and bagging technology, specialized breakbulk handling systems.



SHIPPING & TRANSPORTATION

Bulk carrier owners and operations, shipbuilding and repair, self-unloading shipping and geared bulk carriers and monthly freight market analysis focusing on Capesize/Panamax/Handmax and short-sea bulk carrier market sectors and vessel classification.

TRADE & COMMODITIES

Monthly, quarterly and annual trade trends and developments. News within all dry bulk commodities including coal, met coke, petcoke, iron ore, DRI and HBI, non-ferrous ores and concentrates, grains, animal feeds and agribulks, cement and cement clinker



ENGINEERING & EQUIPMENT

Technology developments, new equipment orders and deliveries, latest design innovations, continuous shipunloading and conveying solutions, specialist stockyard systems, turnkey project management, rail and road handling and engineering consultancy.



PORTS, TERMINALS & LOGISTICS

Ports and bulk terminal operations, new ports and bulk terminals construction and development projects, cargo tonnage throughputs as well as logistics.

EDITORIAL CALENDER

January-March Edition	April-June Edition	July-September Edition	October-December Edition
<p>Material Handling Domes, Silos, Hoppers & Bunkers Transport and Logistics Fleet Management Intralogistics solutions Dust Control Pneumatic Bulk Handling Equipment, bearings, screening system, Trucking and trucks Bagging Equipment & FIBCs Cement Handling & Storage Software & Automation Environmental Bulk Handling Biomass Storage & Handling Bagging, Packing & FIBCs Shiploading & Unloading Bulk Maintenance & Inspection Cranes, Grabs & Port Equipment HWY H2 O Stockyard Equipment Self-Unloaders Floating Cranes & Offshore Stevedoring</p>	<p>Conveyors & Bucket Elevators Cranes & Grabs Bagging, Packing & FIBCs Domes, Silos, Hoppers & Bunkers Rail, Barge & Freight Logistics Fuel storage Bulk Loading Systems Biomass Stevedoring & Port Logistics Inland Rail & Barge Transportation Forest Products Rail & Barge Handling Technology Cranes, Containerized Bulk Handling & Technology Software, Automation & IT Crushing, Milling & Sizing Weighing Systems Marine Paints & Coatings Cement and coal Storage Cement Handling Equipment Fertilizer Materials Handling</p>	<p>Conveyors & Dust Control Storage, Stockyards, Stackers & Reclaimers , Fuel Storage Loading, Unloading & Transhipments Screening & Vibrating Bulk Carriers & Shipping Services Emissions & Decarbonization Stevedoring & Port Logistics Inland Rail & Barge Transportation Forest Products Rail & Barge Handling Technology Cranes, forklifts Containerized Bulk Handling & Technology Software, Automation & IT Crushing, Milling & Sizing Weighing Systems Marine Paints & Coatings Cement and coal Storage Cement Handling Equipment Fertilizer Materials Handling Bulk Handling Drives, Systems & Controls</p>	<p>Mobile Harbour Equipment Bulk Services Conveyors Dust Emissions Control Enclosed Storage & Handling Grain Materials Handling Transport and Logistics Fleet Management Intralogistics solutions Dust Control Pneumatic Bulk Handling Equipment, forklifts Bagging Equipment & FIBCs Cement Handling & Storage Software & Automation Environmental Bulk Handling Biomass Storage & Handling Bagging, Packing & FIBCs Shiploading & Unloading Bulk Maintenance & Inspection Cranes, Grabs & Port Equipment</p>

PRINT AD RATES AND SUBSCRIPTION

With a print run of 8,500 copies per issue, our magazine reaches an audience of over 36 800 influential authorities and key decision makers through a variety of channels, including an interactive website and print distribution at all major bulk and breakbulk exhibitions, trade shows and conferences in Africa, the magazine is given out for free at these events

LARGE LEADERBOARD (720*90px)

LEADERBOARD BANNER (720*90px)

BANNER
468*60px

SQUARE
250*250px

SMALL
SQUARE
200*200px

MEDIUM
RECTANGLE
300*250px

LARGE
RECTANGLE
336*280px

FULL PAGE

210*297px

DOUBLE PAGE



HALF PAGE

210*148.5px

HALF PAGE

105*297px

ADVERT SPACE	SINGLE EDITION		TWO EDITIONS		THREE-FOUR EDITIONS		
	Currency	USD\$	ZAR	USD\$	ZAR	USD\$	ZAR
Double Page Spread		2000	33700	1700	29079	1500	24900
Full page		1500	24900	1200	20500	1000	17089
Half Page		960	16500	800	13500	650	11500
Quarter Page		700	11900	550	9000	450	7600

QUARTER PAGE

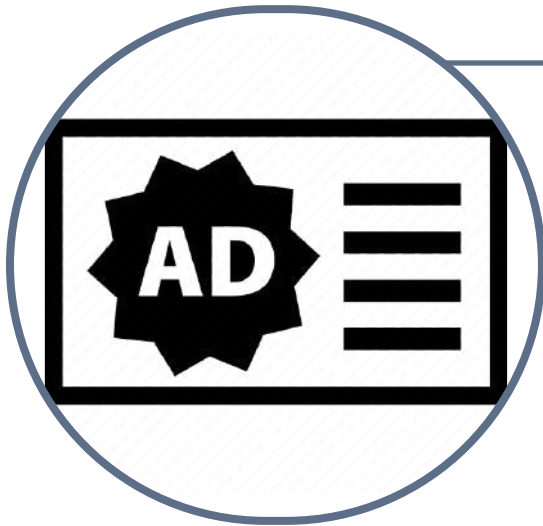
210*74.25px

QUARTER PAGE

52.5*297px

WEBSITE BANNERS AND VIDEO AD RATES

Boost your brand's visibility with stunning web banners and captivating video ads! We offer the perfect platform to reach your target audience effectively. With our extensive network and top-notch advertising solutions, you can showcase your products, services, or events to a wide audience. Benefit from our competitive rates and choose from various pricing models.



WE OFFER FOUR TYPES OF WEB BANNERS

BANNER TYPE	DIMENSIONS (PX)	COST (USD\$)(PM)
Leader board	728×90	850
Wide skyscraper	160×600	525
Square banner	125×125	350
Pop under	720×300	600
Sponsored video	Per insertion	100

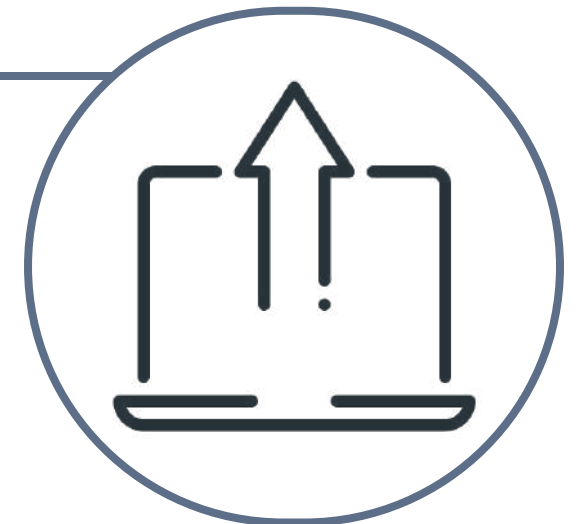
FILE UPLOAD SPECIFICATIONS

Acceptable file types: GIF, animated GIF, JPEG.

Maximum file size: 100KB.

URL: Please supply the URL your banner needs to link to.

Artwork deadline: Material is required 7 business days in advance of being published.



E-NEWSLETTER

Sent every fortnight on Fridays to databases of our print and digital magazine subscribers plus anyone who has registered online. The E-newsletters contain latest industry news, articles from recent magazines and occasionally extra content such as videos or podcasts.



**OPEN 69%
AVERAGE**

LEADERBOARD OR BOX POSITIONS

Choose the Leaderboard or Box and your brand/product messaging will be included in all e-newsletters sent in the calendar month.

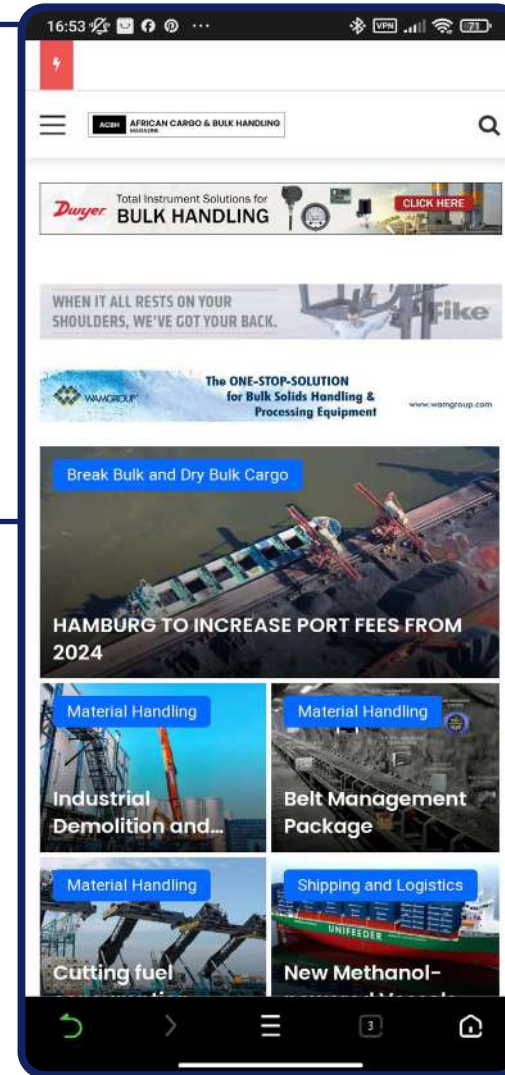
Price: \$1600/month/position.

SPONSORED VIDEO

Video box image in combination with link to the video, title and short introduction.

Video 320 x 240 pixels, title, introduction max 40 words

\$800/ ZAR8 000 nett per insertion



**56 800
SUBSCRIBERS**



**50% CTR AVERAGE
ADVERTISING**

PRIME POSITIONS

SPONSORED CONTENT POSITIONS

Available to purchase on an per email basis- pick any week of the month to suit your business marketing needs or a specific product launch. Limited to one sponsored content message per email. Price per insertion \$890 Advertorial Inserting a dedicated article (advertorial) in our email newsletter is a perfect way to reach your target group for creating brand awareness, inform people about your participation in events or a call to action. A dedicated article is a short article with the look and feel of an editorial item and it is always placed as the first article of a newsletter. In combination with inserting a dedicated article in our newsletter it is also possible to post the same article on our home page for a week. The costs for both the newsletter and posting the article on the website are \$1000/ ZAR17 000

FRONT PAGE (MAGAZINE FACE)

- Full Page Advert within the magazine
- Full Page Editorial with three high-res pies
- Three Months Online Banner Three Months Online Video

US\$ 2 700 / R 35 200

BACK INSIDE PAGE

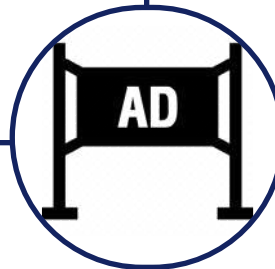
- Full Page Advert
- Full page Editorial
- Three months web banner
- Three Months Online Video

US\$ 1 800 /R 26 000

BACK OUTSIDE COVER

- Full page Editorial
- Full page Advert
- Three months web banner
- Three months video

US\$ 2 000 / R 28 000



FRONT INSIDE PAGE ADVERT

- Front Inside Cover
- Full Page Advert within the magazine
- Full Page Editorial with three high-res pies
- Three Months Online Banner Three Months Online Video

US\$ \$2 000 /R28 000

AFRICAN CARGO AND BULK HANDLING MAGAZINE



PRINT
ONLINE
DIGITAL

23%

09%

23%

18%

27%

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