2027 MEDIA GUIDE

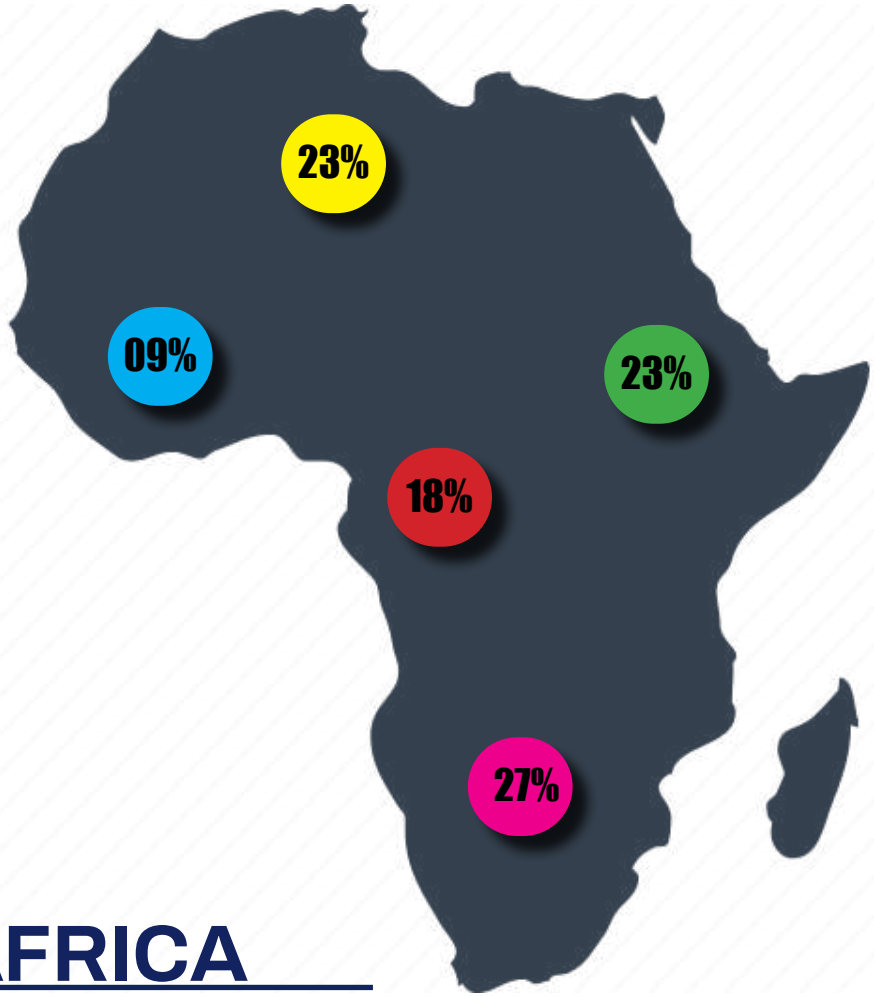
AFRICAN CARGO AND BULK HANDLING

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 returnon investment.

DISTRIBUTION



AFRICA

- NORTH
- WEST
- EAST
- CENTRAL
- SOUTHERN

WEBSITE

52,337 Average Page Views per Month

15,456 Average Unique Visits per Month

3,589 Average Hits per Month

MAGAZINE

Print Run 8500 copies per issue

Monthly readership/ 46 800

EMAIL

46 800 Subscribers

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

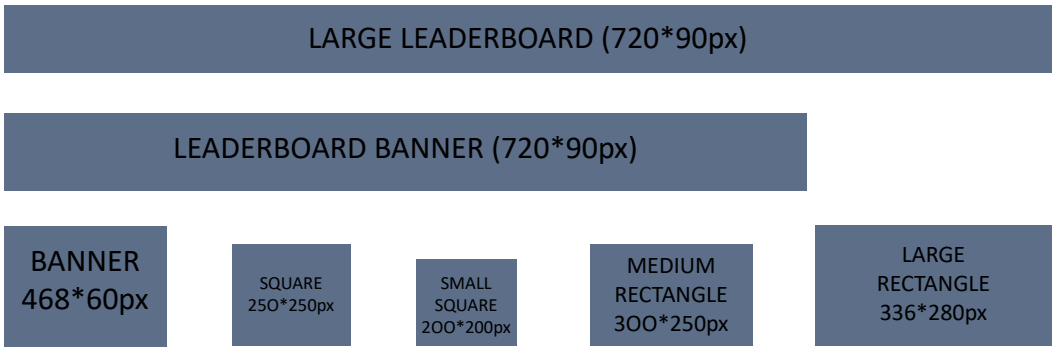
Ports and bulk terminal operations, new ports and bulk terminals construction and development projects, cargo tonnage throughputs as well as logistics.

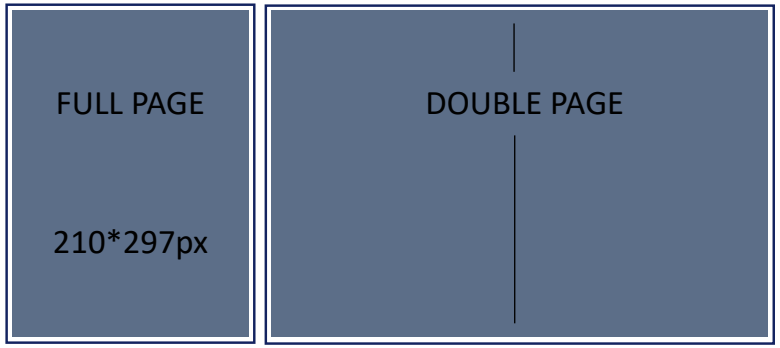
EDITORIAL CALENDER

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

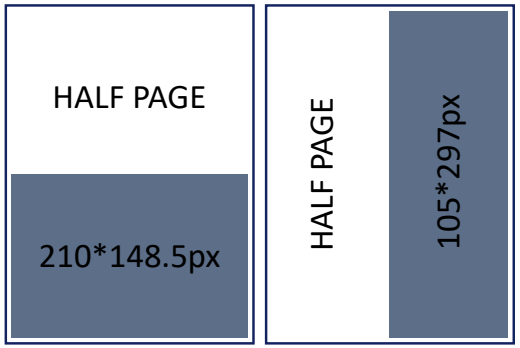
PRINT AD RATES AND SUBSCRIPTION

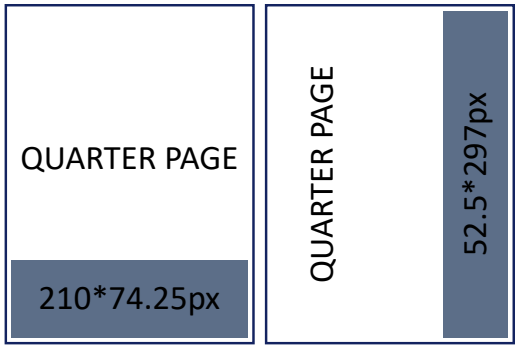
With a print run of 8,500 copies per issue, our magazine reaches an audience of over 36 800 influential authorities and key decision makers through a variety of channels, including an interactive website and print distribution at all major bulk and breakbulk exhibitions, trade shows and conferences in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





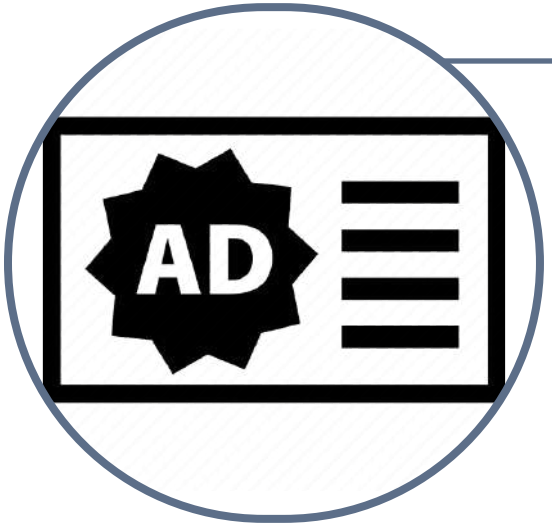
ADVERT SPACE	SINGLE EDITION		TWO EDITIONS		THREE-FOUR EDITIONS	
Currency	USD$	ZAR	USD$	ZAR	USD$	ZAR
Double Page Spread	2000	33700	1700	29079	1500	24900
Full page	1500	24900	1200	20500	1000	17089
Half Page	960	16500	800	13500	650	11500
Quarter Page	700	11900	550	9000	450	7600





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.

LEADERBOARD OR BOX POSITIONS

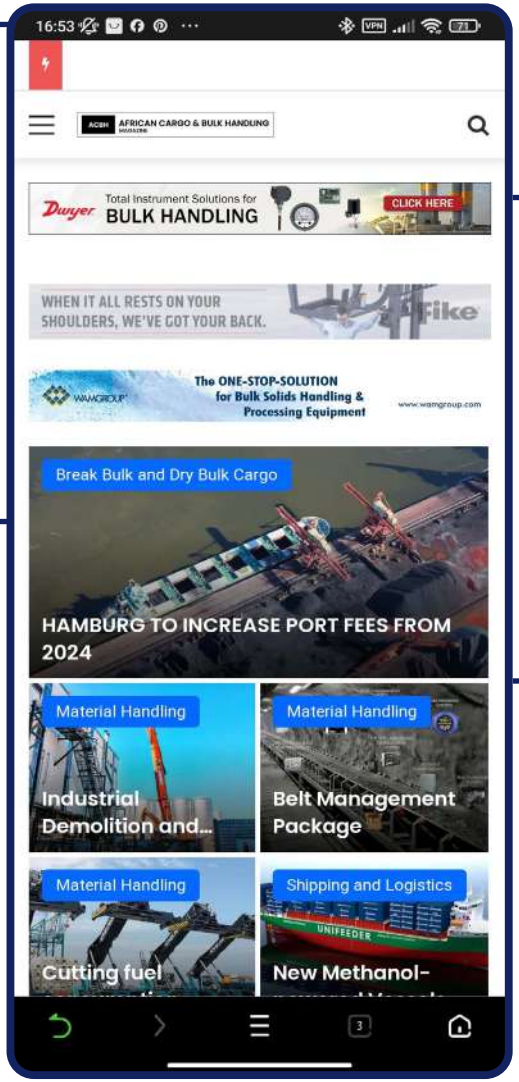
Choose the Leaderboard or Box and your brandproduct messaging will be included in alle-newsletters sent in the calendar month.

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



OPEN 25% AVERAGE

52 337 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)

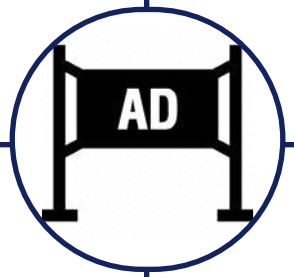
- Full Page Advert within the magazine
- Full Page Editorial with three high-res pies
- Three Months Online Banner Three Months Online Video

US$ 2 700 / R 35 200

BACK INSIDE PAGE

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

USS 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

USS $2 000 /R28 000

AFRICAN CARGO AND BULK HANDLING MAGAZINE

PRINT
ONLINE
DIGITAL

23%

09%

23%

18%

27%

2027
MEDIA
KIT

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