



CPHAMAGAZINE

2017

THE ONLY **REAL** VOICE OF THE **HIRE** INDUSTRY
IN AFRICA

The CPHA Magazine is the official publication of the Contractors' Plant Hire Association (CPHA) and as the recognised voice of the industry, it is distributed monthly to key industry players. These include:

- Civil engineering contractors
- Landscape contractors
- Building contractors and sub-contractors
- Plant hire companies
- Equipment manufacturers
- Government departments and municipalities
- Mining houses

The CPHA Magazine's editorial policy is aimed at covering all that is relevant to the industry including up-to-the-minute news, interviews, personalities, product performance, etc, all spiced with a little controversy. One of the most important aspects of The CPHA Magazine's editorial content is that it publishes the **only** official CPHA Rate Guide. The Rate Guide provides a continuously updated review of recommended hire rates for a myriad of equipment and services. It's the essential guide for anyone wishing to hire and also features a comprehensive "Where to hire" section.

Regular features are produced in February-Earth moving equipment, April-MEWPS, June-Road management August-compressors & generators, October-Small Plant & equipment, November-Cranes.

The CPHA

The Contractors' Plant Hire Association (CPHA) was formed in 1970 to promote the development of the hire industry. It today has a membership of nearly 600 companies and represents 90% of the hire industry in South Africa.

The CPHA Magazine – THE VOICE OF THE HIRE INDUSTRY.

| Booking deadline: | | | |
|--------------------------------------------------|--------------|------------------|-----------------|
| Bookings to be made a month prior to publication | | | |
| Material deadline: | | | |
| To be supplied 3 weeks prior to publication | | | |
| Advertising rates: Full colour* | | | |
| Size | Casual | 2 - 6 Insertions | 7-12 Insertions |
| OFC + FP | R34 500 | R30 600 | R28 400 |
| OBC | R16 700 | R13 500 | R13 050 |
| IFC or IBC | R15 400 | R14 400 | R12 800 |
| DPS | R23 700 | R22 000 | R20 500 |
| FP | R14 300 | R11 500 | R11 000 |
| 1/2 page | R11 000 | R10 500 | R10 150 |
| 1/3 page | R7 500 | R7 200 | R6 850 |
| 1/4 page | R4 850 | R4 300 | R4 200 |
| 1/8 page ✓ | R 4 600 | R4 100 | R3 750 |
| Material requirements | | | |
| Ad size | Trim size | Type area | Bleed size |
| Full Page | 297 x 210 mm | 260 x 185 mm | 303 x 216 mm |
| 1/2 page (V) | | 260 x 90 mm | No bleed |
| 1/2 page (H) | | 120 x 185 mm | No bleed |
| 1/4 page (H) | | 60 x 185 mm | No bleed |
| 1/3 page (V) | | 260 x 55 mm | No bleed |
| 1/8 page ✓ | | 185 x 30 mm | No bleed |

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Readers survey

See below ▼▼▼▼▼



★ rates are excluding VAT, but including ad agency commission.

★ rates are "per individual placement"

✓ Placement in the Rate guide by CPHA members only



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READERS SURVEY 2014

A reader survey carried out in January and February 2014 reveals that "The CPHA Magazine" has become the leading magazine in its field. Ninety-seven per cent of respondents said that "The CPHA Magazine" is as good as or better than its opposition publications.

"This is a remarkable feat," commented CPHA Chief Executive Clive Wicks. "Remarkable because our magazine has only been in publication for five years and entered the field against long-established magazines."

This survey is testimony to the fact that "The CPHA Magazine" has become the only real voice of the hire industry in Africa. I am particularly pleased that 75% of the readership actually refers to the "rate guide" which I have always believed brings value to the industry."

The survey further revealed that "The CPHA Magazine" has a very high approval rating. Ninety percent of the sample rated it as either "good" or "excellent".

Readership patterns underlined the overall strength of the editorial content with the vast majority saying they either read the magazine from cover to cover or skimmed through the headlines and read selected articles later. Another telling factor was that a quarter of readers passed the magazine on to colleagues.

The sample was made up of plant hirers, OEMs, distributors, contractors and government departments.

The plant industry has obviously identified the magazine as the top performer in its field and a very powerful medium. The most read articles (in order) were plant hire news, new machinery, interviews, gossip, legal, international and controversy. Over 75% of readers regularly referred to the rate guide.

There was particularly good news for advertisers when nearly all respondents attested to the fact that they actually read the advertisements. That proves unequivocally that in "The CPHA Magazine" you get more bang for your advertising buck.

