



# CPHAMAGAZINE

2011

THE 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.
- Plant hire companies.
- Equipment manufacturers.
- Building contractors and sub-contractors.
- 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 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.

## 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	R27 000	R24 300	R21 870
OBC	R12 250	R11 215	R9 800
IFC or IBC	R11 450	R10 500	R9 450
DPS	R16 750	R15 500	R14 500
FP	R10 250	R9 500	R7 800
1/2 page	R7 900	R7 400	R6 200
1/3 page	R7 000	R6 500	R5 900
1/4 page	R5 600	R5 100	R4 500
1/8 page ✓	R 3 100	R2 800	R2 500
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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★ rates are excluding VAT, but including ad agency commission.

★ rates are "per individual placement"

✓ Placement in the Rate guide by CPHA members only