

# MACHINERY **MOVERS**



# MEDIA PACK 2010

Ireland's BEST SELLING  
CONSTRUCTION & QUARRY  
MACHINERY MAGAZINE

visit [www.machinerymovers.ie](http://www.machinerymovers.ie)

# Introduction

**MACHINERY MOVERS** is the leading Business-to-Business magazine dedicated to the construction and quarry machinery industry in Ireland. Read by over 12,000 industry professionals, it is the ideal editorial environment for advertisers to showcase your products and services.

The magazine is packed with informative news and features with regular sections on plant news, rental and plant hire, health and safety news, operator reviews and manufacturers and distributors profiles. **MACHINERY MOVERS** Magazine is the must-read title for any construction industry professional.

## **OUR READERS ARE EMPLOYED IN THE FOLLOWING INDUSTRY SECTORS:**

- » Construction
- » Plant hire
- » Quarrying
- » Government
- » Civil engineering contractors
- » Utilities
- » Recycling and waste management
- » Demolition

**MACHINERY MOVERS** is the only magazine in Ireland that delivers your marketing message to industry professionals with real decision-making power: a highly cost-effective business platform for advertisers. **MACHINERY MOVERS** is the only Irish title that has paid for copies and is by far the best selling of its competitors and also actively engages with the industry to assist those who sell equipment.

Distributed to the leading plant hire, construction and quarry companies in Ireland, **MACHINERY MOVERS** is also distributed to relevant Government officials and civil engineering contractors through a controlled mailing of 2,200, in addition to selling 4,129 copies on news stands throughout the Republic and Northern Ireland.

- » Editorial: Lively, informative, relevant
- » Reader Profile: Business audience – reach purchase decision makers and plant hire specifiers
- » Circulation: 6,500 copies reaching 12,000 readers across Ireland, north and south
- » Affordable: Flexible, affordable marketing and advertising packages
- » Copy Sales: 4,129 (publisher statement)
- » Controlled Mail: 2,200
- » Online Subscribers: Over 1,000 unique registered online readers

# Editorial Calendar

Our editorial calendar carries regular features on current industry news and opinions, quarries, plant hire, dealer and operator reviews, site visits, company profiles plus topical rental and used machinery news.

In addition to our monthly features, **MACHINERY MOVERS** publishes a number of special Editorial Features throughout the year to coincide with key industry events.

<b>JANUARY/FEBRUARY</b>	PARTS, SERVICE AND AUCTION CALENDARS 2010
<b>MARCH</b>	ROAD BUILDERS AND WHEELED LOADERS
<b>APRIL</b>	BAUMA PREVIEW AND MINI EXCAVATORS
<b>MAY</b>	CONTRACT PLANT HIRE AND BAUMA REVIEW
<b>JUNE</b>	MACHINERY MOVERS HILLHEAD EDITION, COMPLETE QUARRY MACHINERY MAGAZINE, SCREENING, CRUSHING, WASHING PLANTS, PUMPS, CONVEYORS, FEEDERS AND MORE.
<b>JULY</b>	FOCUS ON HEALTH & SAFETY AND COMPACT EQUIPMENT
<b>AUGUST/SEPTEMBER</b>	SECURITY FOR PLANT AND SITES. GENERATORS, LIGHTS AND LOCK UP UNITS.
<b>OCTOBER</b>	CRUSHING, SCREENING AND CONTRACT CRUSHERS
<b>NOVEMBER</b>	PUBLIC PROCUREMENT FOR CONSTRUCTION EQUIPMENT AND ADTs
<b>DECEMBER</b>	NATIONAL PLANT, PRODUCT AND QUARRY DIRECTORY 2011.

## Regular Editorial Features

- » Site Visits Ireland
- » Quarry Visits Ireland
- » Driver Impressions
- » Company Profiles
- » Province Focus
- » Dealer Visits
- » Industry Overview & Opinion
- » International News & Features
- » In Conversation

# Rate Card

## Positions

- » Page ..... €1,295
- » Double Page Spread..... €2,000
- » Outside Back Cover ..... €3,000
- » Inside Back Cover..... €2,250
- » Inside Front Cover ..... €2,250
- » Page Strip..... €900
- » page cover photo ..... €2,000

## Fractional space

- » Half Page ..... €695
- » Quarter Page..... €395

## Advertorial feature

- » ..... €1,100 per page

## Inserts

- » Inserts per thousand ..... €125
- » Circulation ..... €875

## Volume discounts

- » 2 x ..... €1,250
- » 3x ..... €1,200
- » 4x ..... €1,100
- » 5x ..... €950
- » 6x ..... €895

## Promotional Packages

Cost per Hundred

- » Reprints of features..... €300
- » Extra copies of magazines..... €500
- » Targetted mailings ..... €300
- » Belly wraps ..... Price on Application

## Web Advertising Banner Ad Plus Hyper-link

- » 3 months..... €500
- » 6 months..... €650
- » 9 months..... €800
- » 12 months..... €900

## CONDITIONS:

- » Rates applicable until end 2009
- » Prices are net/net, inclusive of any agency commissions and exclusive of VAT
- » Advertorial features subject to Editor's decision
- » Pre-payment discount: 5%
- » Cancellation deadlines: 14 days prior to publication
- » Payment terms: 14 days from publication date

# Booking & Copy Deadlines

ISSUE	PUBLISHING DATE	COPY DEADLINE
JAN/FEB	MONDAY 1ST FEBRUARY	FRIDAY 18TH JANUARY
MARCH	MONDAY 1ST MARCH	FRIDAY 19TH FEBRUARY
APRIL	THURSDAY 1ST APRIL	FRIDAY 19TH MARCH
MAY	MONDAY 3RD MAY	MONDAY 19TH APRIL
JUNE	TUESDAY 1ST JUNE	WEDNESDAY 19TH MAY
JULY	THURSDAY 1ST JULY	FRIDAY 18TH JUNE
AUGUST/SEPTEMBER	WEDNESDAY 1ST SEPTEMBER	MONDAY 16TH AUGUST
OCTOBER	FRIDAY 1ST OCTOBER	FRIDAY 17TH SEPTEMBER
NOVEMBER	MONDAY 1ST NOVEMBER	MONDAY 18TH OCTOBER
DECEMBER	FRIDAY 3RD DECEMBER	MONDAY 15TH NOVEMBER

## Artwork

All final artwork to be supplied as a Press Quality PDF or hi-resolution JPEG. Minimum 300 dpi. Colour mode CMYK.

## Dimensions

Page trim size is 210mm x 297mm (A4). Please add 3mm bleed all round if required so that final artwork is 216mm x 303mm. Please DO NOT include crop marks if supplying artwork with bleed.

## Images & Text

All images to be supplied as JPEG or EPS. Minimum 300dpi. Text to be supplied as Word documents.

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