

CREAMER MEDIA'S

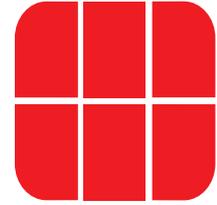
# ENGINEERING NEWS & MINING WEEKLY

REAL ECONOMY NEWS WEEKLY

CREAMER MEDIA'S  
ENGINEERING NEWS



CREAMER MEDIA'S  
MINING WEEKLY



# Reader Profile



**CREAMER MEDIA'S ENGINEERING NEWS**

**Eskom debt plan in focus at South Africa's mid-term budget**

BY: MATHIAS Updated 10 minutes ago South Africa's finance minister is expected to announce a plan to take on part of power utility Eskom's enormous debt in a mid-term budget on Wednesday, although analysts say the highly complex transfer will take time to execute. State-owned Eskom has been reeling in financial crisis for years and...

**Rand takes big hit as investors worry about Godongwana speech, Beijing developments**

BY: NENSIKHOE Updated 2 hours 11 minutes ago On Tuesday morning, the rand approached R14.20/R - trading at levels last seen in early 2020 as the country digested the implications of the first hard Covid-19 lockdown. The currency is under pressure ahead of Wednesday's mid-term budget speech announcement, and has also taken a knock as...

**COMPANY ARTICLE**

Challenges facing South Africa Transport and Logistics sector

5 reasons why you should be an engineering manager

**TO LET:** 6 785m² R65/m²

**Bonfiglioli**

078 164 4000

**CREAMER MEDIA'S MINING WEEKLY**

**Bushveld considering renewable self-generation options for Vanchem**

BY: CHARLIE DE BRUYN Updated 2 hours 23 minutes ago Vertically integrated primary vanadium producer Bushveld Minerals achieved "solid" production for the quarter ended September 30, despite the negative impact of loadshedding on its Vanchem operation, in particular. Bushveld CEO Fortune Mojapelo attributed the good production performance to the...

**Europe crisis spurs Botswana \$2.5bn coal-to-liquid revival**

BY: BLOOMBERG Updated 5 hours ago Botswana is seeking to secure funding partners for a \$2.5-billion plant to produce synthetic fuels from coal, a plan rebuffed by the energy crisis playing out in Europe, according to its energy minister. The southern African nation has for nearly a decade discussed tapping its extensive coal...

**COMPANY**

Challenges Transport

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# TARGET AUDIENCE

Business decision makers, including owners and top managers, in the industrial, mining, engineering, construction, energy and services sectors, as well as policy makers at various levels of the public sector.

# PLATFORMS

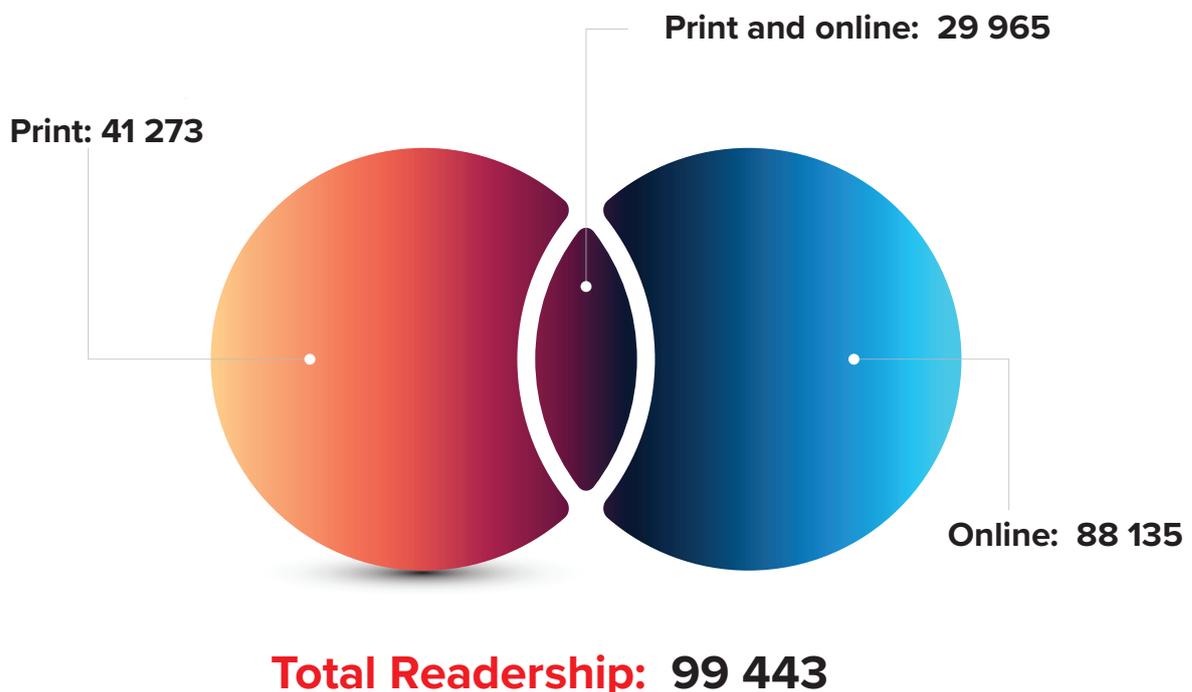
*Engineering News & Mining Weekly* is South Africa's premier source of weekly real economy news on projects, products, policies and personalities in the industrial, mining, energy and services sectors. Hard copies of the weekly news magazine, *Engineering News & Mining Weekly*, are delivered to subscribers, are on sale at selected retail outlets, and have a controlled distribution at airports, car rental outlets, embassies and hotels throughout South Africa. A digital replica of the weekly magazine is also emailed to readers each Friday.

The news websites, *Engineering News Online* and *MiningWeekly.com* provide real time news reportage through originated written, video and audio material. Readers may choose to visit the free-to-air aspects of the sites, may register for daily email newsletters, and may choose to subscribe to the site's full search function, back copy archive and projects browser. When accessing the site from a mobile phone, readers are directed to a device-friendly mobile version of the site on their phone's browsers, and iOS and Android apps are also available.

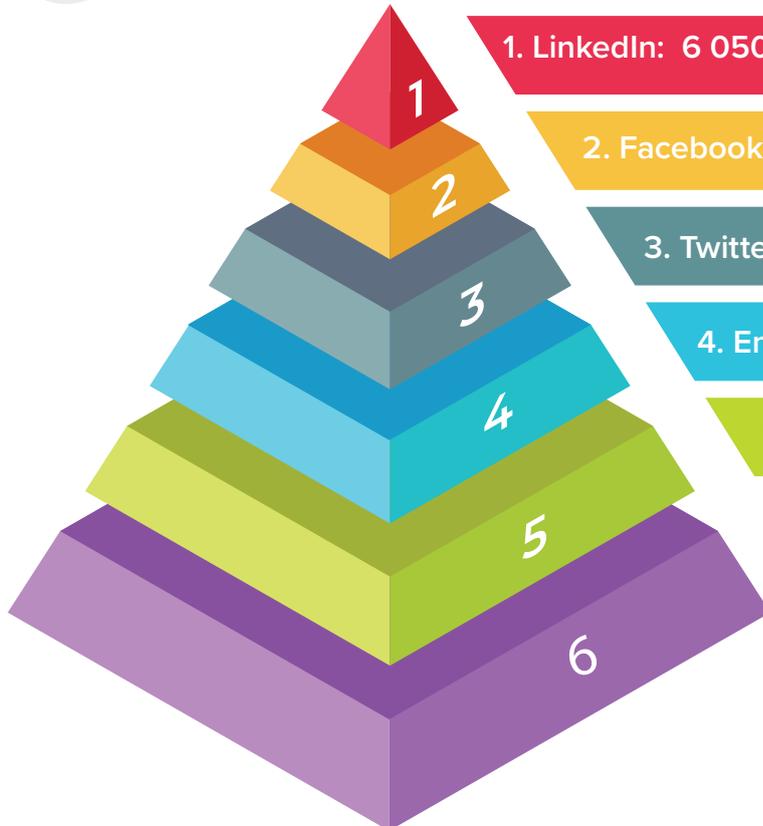
*Engineering News* and *Mining Weekly* feeds can be found on Twitter, LinkedIn, Facebook and Instagram.

# TOTAL READERSHIP

A combination of print and online readers gives advertisers the widest reach and biggest impact. This is because 66% of the *Engineering News Online* and *Mining Weekly.com* combined readership (88 135) do not read the print magazine.



# Engineering News Online Readership



1. LinkedIn: 6 050\* (average weekly growth of 90)

2. Facebook: 9 869\* (average weekly growth of 10)

3. Twitter: 18 850\* (average weekly growth of 10)

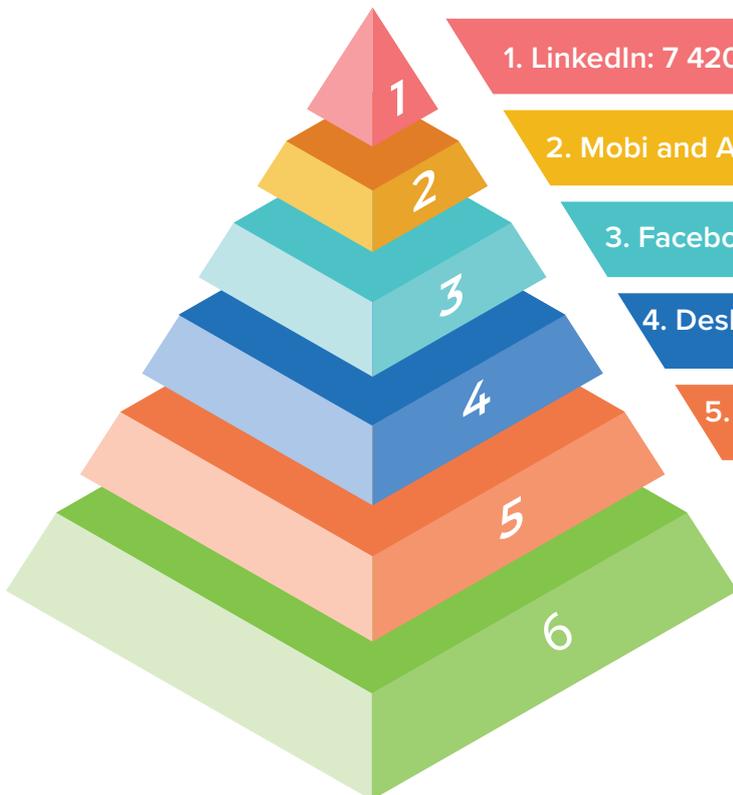
4. Email Newsletters – weekly opens: 22 994

5. Mobi and Apps: 25 100

6. Desktop: 27 458

\*Social media figures correct as at 30 September 2022

# MiningWeekly.com Online Readership



1. LinkedIn: 7 420\* (average weekly growth of 150)

2. Mobi and Apps: 13 187

3. Facebook: 13 241\* (average weekly growth of 40)

4. Desktop: 22 390

5. Email Newsletters – weekly opens: 32 560

6. Twitter: 47 395\* (average weekly growth of 30)

\*Social media figures correct as at 30 September 2022

# MAGAZINE REACH BREAKDOWN

According to recent Audit Bureau of Circulations (ABC) released figures (July to September 2022), **13 020 copies** are circulated and read by **41 273 readers** – calculated based on a pass-on readership of 5.25 readers per hard copy circulated, with a pass-on readership for digital subscribers.

While most magazine readers are based in South Africa, hard copies and electronic versions are distributed to an international audience. The largest distribution areas in South Africa are Gauteng, Western Cape and KwaZulu-Natal.

## Local Distribution

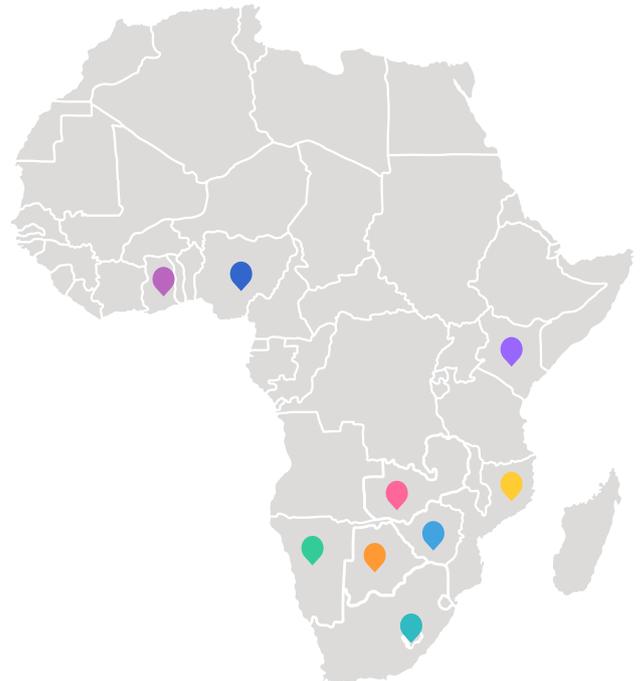


- 📍 Gauteng 78.14%
- 📍 Western Cape 9.32%
- 📍 KwaZulu-Natal 5.29%
- 📍 Free State 0.70%
- 📍 Mpumalanga 1.81%
- 📍 North West 2.23%
- 📍 Limpopo 0.42%
- 📍 Northern Cape 0.28%
- 📍 Eastern Cape 1.81%

## International Distribution

### Top African countries:

- 📍 Zimbabwe
- 📍 Botswana
- 📍 Zambia
- 📍 Namibia
- 📍 Mozambique
- 📍 Nigeria
- 📍 Ghana
- 📍 Kenya
- 📍 Lesotho



## Rest of the World:

📍 United Kingdom

📍 United States

📍 Australia

📍 Canada

📍 Germany

📍 UAE



## WHY MAGAZINE ADVERTISING?

- Conscious decision:** Picking up and reading a magazine is a conscious decision by the reader and results in the undivided attention of the reader.
- Airport distribution:** *Engineering News & Mining Weekly* has a controlled circulation at South Africa's international airports' business lounges, restaurants, check-in counters and car rental outlets. This distribution offers exposure to a captive audience of both local and international business travellers.
- Distinct readership:** Only 50% of *Engineering News* and *Mining Weekly* online readers read the print magazine. By only advertising online your marketing message and brand will not be seen by most of the print readership.
- Event exposure:** Selected editions of the magazine are distributed at key industrial and mining conferences, thereby ensuring exposure to targeted readers relevant to your industry.

# DIGITAL REACH BREAKDOWN

## Engineering News Online

### Local

Gauteng: 62.24%  
Western Cape: 19.58%  
KwaZulu-Natal: 10.17%  
Eastern Cape: 2.58%  
Mpumalanga: 1.64%

### By Continent

Africa: 54.16%  
Europe: 18.54%  
Americas: 14.08%  
Oceania: 1.27%

### Top Countries *excluding South Africa*

- United States
- Germany
- Turkey
- United Kingdom
- India

## MiningWeekly.com

### Local

Gauteng: 71.18%  
Western Cape: 16.06%  
KwaZulu-Natal: 5.12%  
Limpopo: 1.43%  
Eastern Cape: 1.18%

### By Continent

Africa: 34.57%  
Americas: 27.35%  
Europe: 19.11%  
Asia: 12.52%  
Oceania: 6.08%

### Top Countries *excluding South Africa*

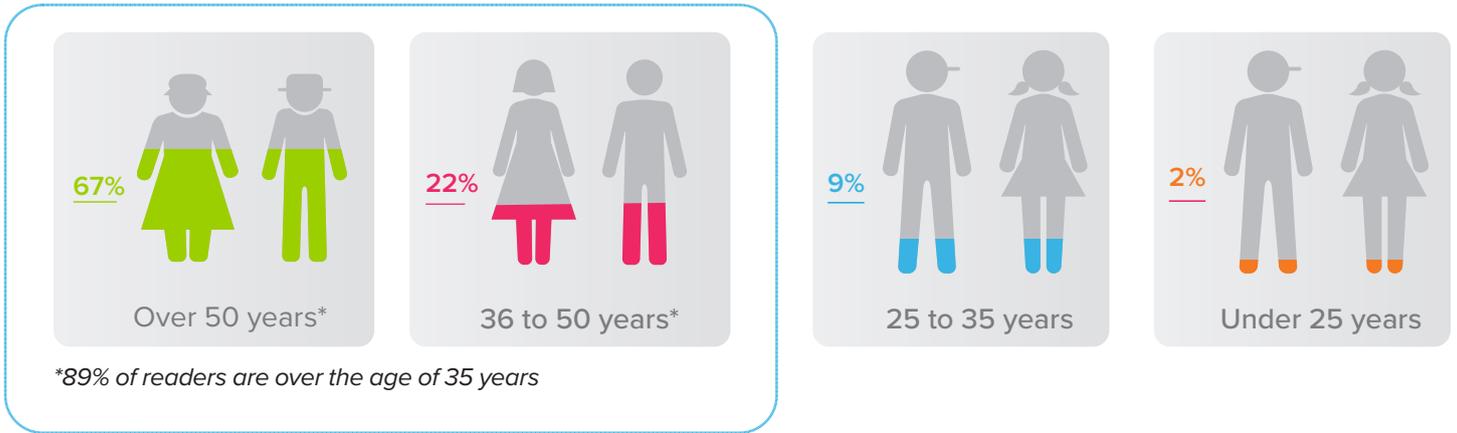
- United States
- Australia
- Turkey
- Germany
- United Kingdom



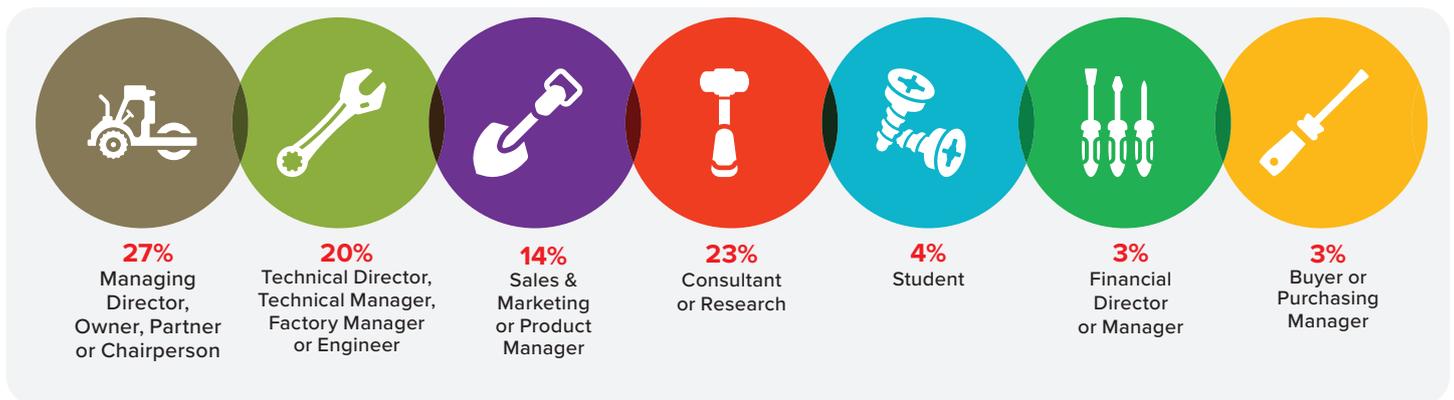
# READER PROFILE

The *Engineering News and Mining Weekly* readers are decision-makers with procurement authority in key sectors of the real economy.

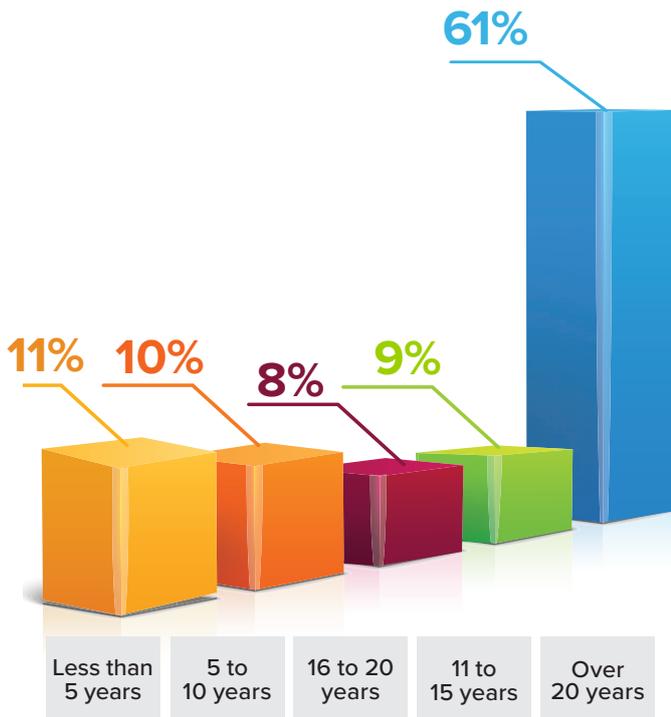
## Age Group



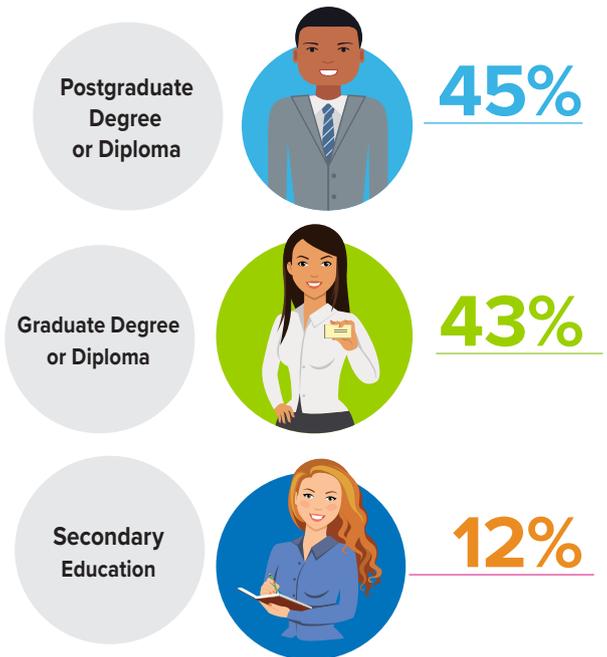
## Job Titles



## Experience in particular field

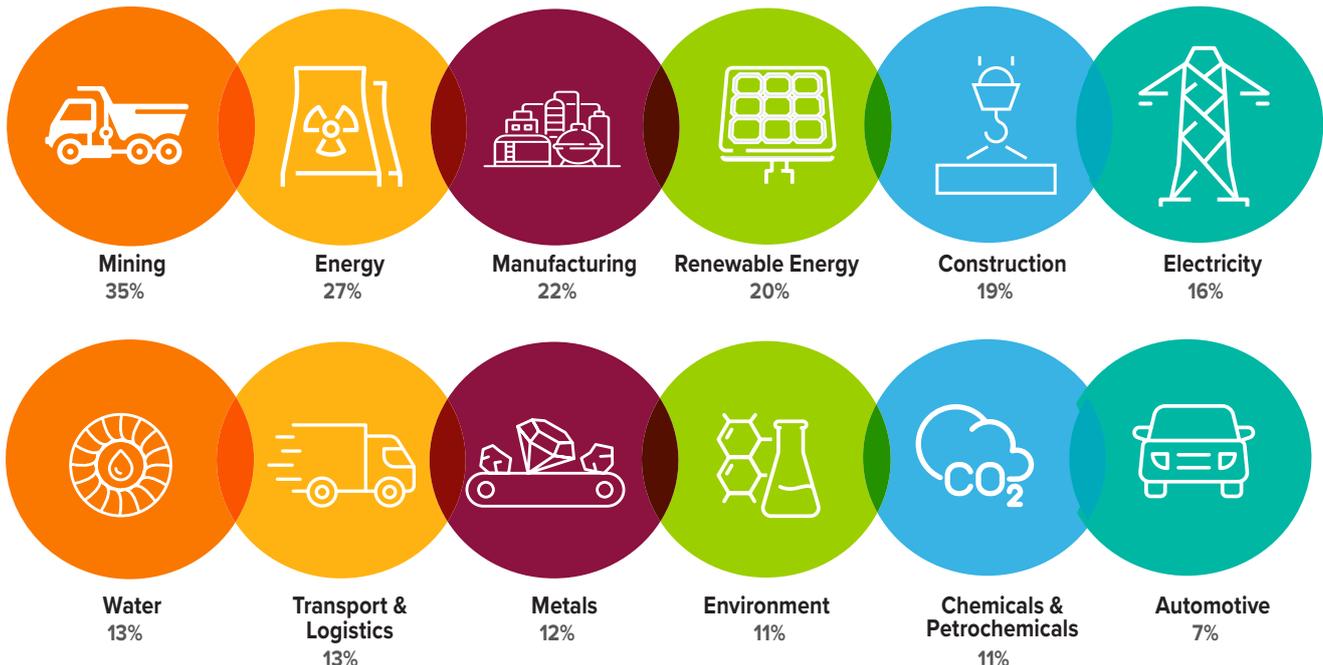


## Level of education



48% of readers are interested in further study opportunities

## Business Sectors



## Reader Habits



of readers read selected articles, while another 35% read most articles



of readers read the News section of the magazine



of readers read the weekly Projects in Progress section of the magazine



of readers read the weekly features of the magazine\*

\*Refer to the 2023 Features Schedule from page 14

## Reading frequency of websites



## Information needs met by *Engineering News & Mining Weekly*



\*Most readers use *Engineering News & Mining Weekly* to obtain news on their particular industries, technology updates and project news.

## Performance of *Engineering News & Mining Weekly*

Readers were asked to score *Engineering News & Mining Weekly* against selected attributes – on a scale of 1 to 5, where 1 indicates poor and 5 excellent. Readers scored *Engineering News & Mining Weekly* as follows:

