

# 8 Good Reasons to Advertise

During difficult economic times an effective marketing campaign can help to uplift your business, distinguishing you from your competitors and helping you grow your client base.

Well-respected and well-read, Creamer Media's *Engineering News* and *Mining Weekly* provide high impact print and digital platforms for you to communicate with key business decision-makers – the very people that you would like to target with information about your company's offerings.

Sponsored Posts on the *Engineering News* and *Mining Weekly* websites and in email newsletters, integrated into an online Press Office, sponsored tweets on Twitter and sponsored status updates on Facebook allow companies to **control and shape their digital presence** in new and exciting ways.

*Engineering News* and *Mining Weekly*'s print circulations are **holding steady**, while the circulation numbers of most other magazines is falling sharply.

The weekly frequency of *Engineering News* and *Mining Weekly* ensures that the magazine **content is current and well read**. Research confirms that 61% of readers read every issue of the magazines, with another 15% reading five out of six issues.

As opposed to certain very narrow, niche publications, *Engineering News* and *Mining Weekly*'s broad news coverage **opens doors** for companies to move laterally and win business ventures in new sectors.

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We at Creamer Media have identified 8 good reasons why advertising in *Engineering News* and *Mining Weekly* will work for you.

*Engineering News* and *Mining Weekly* both have **large paid-for circulations**, the magazines are in demand.

As reader habits evolve, so do *Engineering News* and *Mining Weekly*, our news is now **available on many platforms** – print magazines, e-magazines, email newsletters, social media, websites, mobi sites and smart-phone apps. Each platform has its own readership – with minimal overlap. For example – only 17% of Creamer Media's online readership reads the print magazines.

*Engineering News* and *Mining Weekly* are **media partners** for a significant number of industry conferences and exhibitions – both locally and abroad. By advertising in the editions distributed at these events, companies receive value-added exposure to attendees at such events.

*Engineering News* and *Mining Weekly* also have a large, controlled, circulation at **South Africa's international airports and airports in Zimbabwe, Nigeria and Zambia**, as well as weekly distribution on board regional flights, ensuring readership by local and international business travellers.

