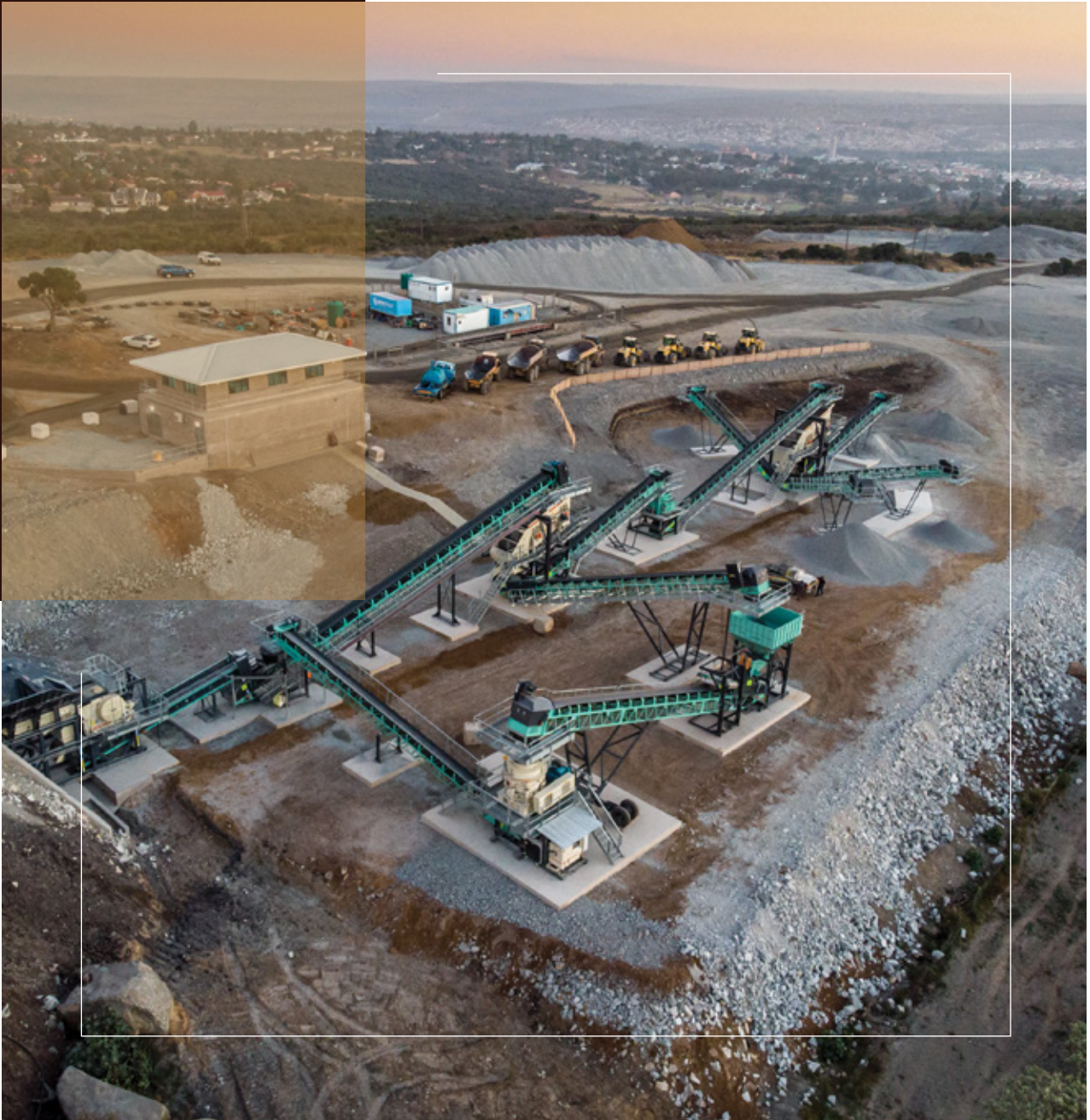


# QUARRYINGAFRICA

## MEDIA KIT 2023



**INFORMATION HUB**  
FOR QUARRY OPERATORS  
IN AFRICA



# ABOUT QUARRYING AFRICA

Quarrying Africa is a premier information hub for the sub-Saharan African quarrying sector. It is a valued reference tool, a must-read for the broader spectrum of the aggregates value chain, from quarry operators and aggregate retailers, to cement and concrete producers, mining contractors, aggregate haulage companies and the supply chain at large.

Published six times a year, the magazine seeks to align the African quarrying sector with modern mining practices, while highlighting opportunities for business growth across the region. This is achieved through in-depth news articles, features and thought leadership articles that seek to highlight new business enablers such as technology and equipment and unpacking the legislative requirements (mineral rights/mining licences, health & safety), among other topical issues that affect the industry.



**The publication provides intelligence on issues impacting the functionality of various quarrying operations. The focus is on six key segments of the industry:**

- The business trends in the quarrying industry on the back of the projected hive of infrastructure development activity in sub-Sahara Africa
- The regulation environment in which the industry is operating (exploration, geology, mineral rights/mining licences, health and safety and environmental)
- Innovative ways of winning of rock from the earth (the actual task/action of mining, blasting, cutting and breaking)
- The beneficiation of materials (processing, crushing, breaking, brickmaking and concrete)
- The use of technology at quarries, as well as cement and concrete plants (drills, earthmoving, crushers, screens, batch plants, digitalisation, automation, among others)
- Business trends in the cementitious product sector (cement, fly ash and concrete industries)



# WHY ADVERTISE?

Quarrying Africa is the only quarrying title that comprehensively covers and is distributed across the sub-Saharan African region. To achieve a holistic African coverage, the Quarrying Africa team writes and films from all the regions for in-depth understanding of opportunities and issues that affect each region. Advertisers can take advantage of the opportunities offered by the publication's truly African reach to ensure that their marketing campaigns reach a wider regional audience.

Quarrying Africa strikes a healthy balance between its print (on demand) and online presence (downloadable issue, website & weekly eNewsletter), providing marketers with diverse platforms to drive their marketing campaigns.

## 10 Reasons to Advertise

- Truly African reach in terms of distribution and content coverage
- Each issue has a dedicated regional focus – Southern Africa, East Africa, West Africa and Central Africa
- Distributed to key decision makers across sub-Sahara Africa
- Great mix of audience (by sectors) across the whole quarrying value chain
- Publication endorsed by reputable industry associations
- Content is king – the publication sets itself apart by offering well researched, relevant and original content
- Multi-platform approach – ensuring that advertisers have multiple avenues to drive their marketing campaigns to their target audience
- Special attention on the quality of readership
- We offer integrated and tailored marketing campaigns
- Monthly reports on all digital advertisements provided to allow marketers to measure success of their marketing campaigns

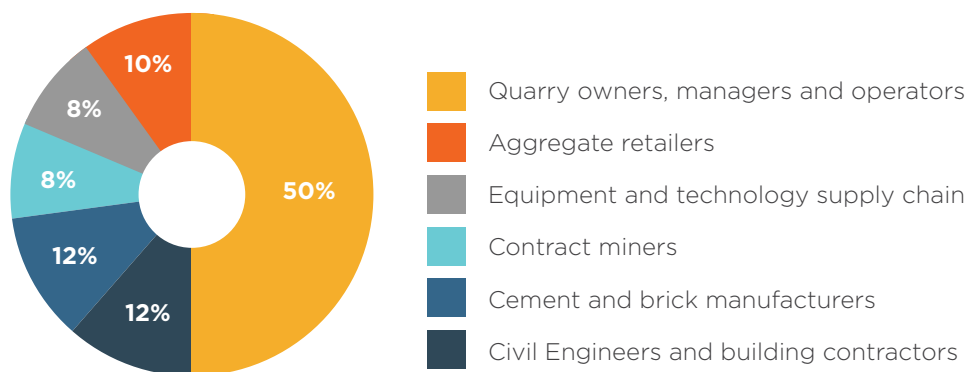
# WHY SUBSCRIBE?

- Truly African reach in terms of content coverage – get to know what's happening across the continent with our dedicated regional focus in each issue
- Get the latest print issue delivered on your doorstep and the downloadable digital version right in your inbox
- Offers market-leading coverage of new technologies and trends affecting the way quarries are managed and operated
- In-depth and first-hand reports on the most successful/innovative quarrying operations across sub-Saharan Africa
- Insightful interviews with industry figureheads and subject matter experts
- Insight on new mining equipment and management techniques to help quarry management improve/advance their operations

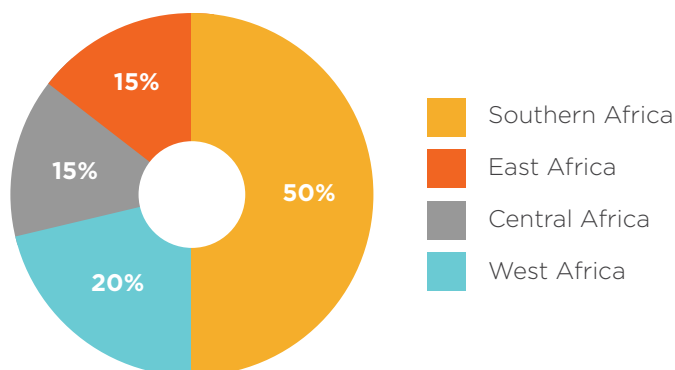
# AUDIENCE AND DISTRIBUTION

Over 6 000 copies of the magazine (in print and pdf format) are distributed across sub-Sahara Africa to a targeted audience. The print publication is complemented by an up-to-date, interactive website, as well as a weekly email newsletter that keeps readers abreast of industry news and trends. Quarrying Africa has a growing presence on all social platforms, anchored by the nearly 2 500 followers on LinkedIn.

## Distribution by sector



## Distribution by region



# 2023 EDITORIAL CALENDAR

Issue	Features
January/February	<ul style="list-style-type: none"><li>• Health &amp; Safety</li><li>• Proximity Detection Systems</li><li>• Manufactured Sand</li><li>• Articulated Haulers</li></ul>
March/April	<ul style="list-style-type: none"><li>• Environmental Compliance</li><li>• Drilling &amp; Blasting</li><li>• Mobile Crushers</li><li>• Digital Transformation</li></ul>
May/June	<ul style="list-style-type: none"><li>• Quality Control in Aggregates</li><li>• Load Weighing Systems</li><li>• Modular Plants</li><li>• Wet Processing</li><li>• Wheel Loaders</li></ul>
July/August	<ul style="list-style-type: none"><li>• Dust Control</li><li>• Mobile Screens</li><li>• Electronic Blasting</li><li>• Screen Media</li></ul>
September/October	<ul style="list-style-type: none"><li>• Conveyors &amp; Associated Components</li><li>• Tyre Management</li><li>• Construction Type Tippers</li><li>• Excavators</li></ul>
<b>November/December (Special Edition)</b>	<ul style="list-style-type: none"><li>• <b>Top Quarries</b></li><li>• <b>Top Innovations of the Year</b></li></ul>

# 2023 EDITORIAL DEADLINES

ISSUE	FEATURES
January/February	20/01/2023
March/April	03/03/2023
May/June	05/05/2023
July/August	07/07/2023
September/October	08/09/2023
November/December	03/11/2023



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**DueNorth**  
MEDIA AFRICA

