



**STAINLESSSTEELMAGAZINE**

**ADVERTISINGRATES**

**PUBLICATIONDATES**

Stainless Steel is the official magazine of the Southern Africa Stainless Steel Development Association (Sassda). It is compiled by publishers, Maverick Marketing, in conjunction with Sassda.

An editorial committee appointed by the board of Sassda oversees the content generation.

It is a quarterly magazine that focuses on the companies and trends in the industry. It is designed to stand as an informative reference tool and important source of news about stainless steel.

The magazine is printed on environmentally friendly paper and uses environmentally friendly inks and print processes.

The magazine also appears in electronic format at [www.sassda.co.za](http://www.sassda.co.za)

**READERSHIP**

Analysis of our subscribers last year showed that the magazine has 3 900 subscribers, which have been split into the following sectors:

1. Architect/architectural practice = 29%
2. End Users & Project Houses = 22%
3. Sassda members = 31 %
4. Influencer/Specifier = 7%  
(which we are working on increasing)
5. Other = 11 %

Approximately 500 additional copies are sent to Sassda and suppliers of stainless steel for distribution to their customer base.

ADVERT	AGENCY RATE*	MEMBER RATE*
Full page	R22 050	R18 400
Half page	R14 500	R11 900
Quarter page	R10 150	R8 650
Outside back cover	R24 400	R20 300
Inside front cover	R23 250	R19 350
Inside back cover	R24 400	R20 300
Cover	R39 100	R32 650
2 page spread	R33 300	R27 100

\*Rates exclude VAT

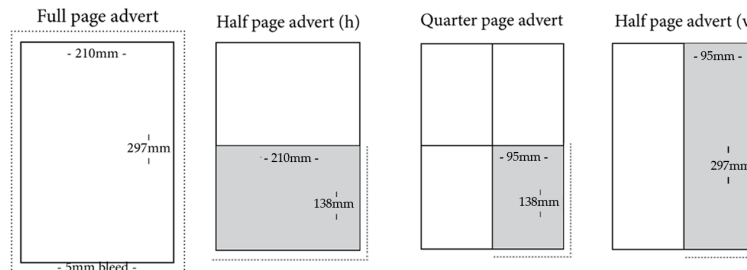
**ADVERTSIZES**

Full Page: 210mm wide x 297 mm high (Bleed 5mm on trim)

Half Page: (horizontal) 200mm wide x 138mm high

Half Page: (vertical) 95mm wide x 297mm high

Quarter Page: 95mm wide x 138mm high



**Quarter 1 2019 - January**

Editorial Meeting - 4 December 2018  
Advertising Booking Deadline - 4 December 2018  
Material Deadline - 14 December 2018  
Magazine to Proof - 14 January 2019  
Magazine to Print - 18 January 2019  
Magazine Out - 25 January 2019

**Quarter 2 2019 - May**

Editorial Meeting - 16 April 2019  
Advertising Booking Deadline - 16 April 2019  
Material Due - 26 April 2019  
Magazine to Proof - 10 May 2019  
Magazine to Print - 17 May 2019  
Magazine Out - 24 May 2019

**Quarter 3 2019 - August**

Editorial Meeting - 2 July 2019  
Advertising Booking Deadline - 2 July 2019  
Material Due - 8 July 2019  
Magazine to Proof - 26 July 2019  
Magazine to Print - 2 August 2019  
Magazine Out - 8 August 2019

**Quarter 4 2019 - October**

Editorial Meeting - 17 September 2019  
Advertising Booking Deadline - 17 September 2019  
Material Due - 23 September 2019  
Magazine to Proof - 11 October 2019  
Magazine to Print - 18 October 2019  
Magazine Out - 25 October 2019

**CONTACT**

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