

Rate Card 2024

The Stainless Steel Magazine is published by the Southern African Stainless Steel Development Association (Sassda) and provides unbiased and exclusive industry insight and information in an interesting and visually appealing manner.

Topics covered range from 'The State of the Stainless Steel Nation', to core features on localisation, growth sectors, professional profiles to discover what makes our industry players 'tick' and in-depth case studies as well as key local and global market opportunities.

Since the launch of its new digital format in August 2020 the Sassda magazine has achieved 72 000 reads and 76 000 impressions. These metrics continue to grow on a daily basis as existing or new readers view each of the issues which shows the high value placed on the content in each magazine.



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Newsflash

2024 marks Sassda's 60th Anniversary and heralds the relaunch of our benchmark stainless steel awards on the 19th of September 2024! In celebration of these incredible milestones we will be publishing a special bumper edition of the magazine that will feature an overview of the awards and profiles on all our winners. Printed copies will be handed out at the gala awards dinner with our normal 'unlimited' digital version available online and as a PDF download.

* Note only standard ads will be accepted for this issue.

Deadlines

March/April 2024 Issue

- Editorial & Advertorial Deadline (incl all copy and photos/images): 8 March 2024
- Advertising Material Deadline: 19 March 2024
- Publication/Distribution: End of March/Early April 2024

June 2024 Issue

- Editorial & Advertorial Deadline (incl all copy and photos/images): 7 June 2024
- Advertising Material Deadline: 14 June 2024
- Publication/Distribution: 28 June 2024

September 2024 Issue

Special Edition - Stainless Steel Awards Winners

- Advertising Material Deadline: 16 August 2024
- Publication/Distribution: 19 September 2024

Sizes

Full Page

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

Half Page (Horizontal)

176 wide x 130 high

Half Page (Vertical)

90 wide x 267 high

Rates

Sassda Members are eligible for a 15% discount on all rates below.

- | | |
|---|----------------|
| 1. Platinum Package (3 pages) | R15 000 |
| Full Page Advert (Artwork to be supplied) & 2 Page Company Q&A Profile – Sassda interview with relevant member of staff for answers to supplied questions | |
| 2. Gold Package (2 pages) | R12 500 |
| Full Page Advert (artwork to be supplied) and Full Page Advertorial article including design and layout (Maximum 400 words+ 1 Photo/Image) | |
| 3. Full Page Advertorial (1 page) | R8 000 |
| Includes design and layout (Maximum 400 Words + 1 Photo/Image) | |

Advertorial special packages subject to space availability.

Standard Rates

- Full Page Advert (artwork to be supplied) **R6 500**
- Half Page Advert (artwork to be supplied) **R4 500**

*All advertisers receive additional FREE exposure on the sassda.co.za website, eMailer to 2 500 and across the Sassda LinkedIn, Facebook and Twitter social media platforms.

All rates exclude 16.5% agency commission if applicable.

For more information email [Kim Stevens](mailto:Kim.Stevens@sassda.co.za)
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