

Rate Card 2025

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 50 000 reads and 52 000 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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Publishing Dates

Issue 1: March 2025

- Editorial & Advertorial Deadline (incl all copy and photos/images): 21 February 2025
- Advertising Material Deadline: 24 February 2025
- Publication/Distribution: 7 March 2025

Issue 2 : May 2025

- Editorial & Advertorial Deadline (incl all copy and photos/images): 9 May 2025
- Advertising Material Deadline: 12 May 2025
- Publication/Distribution: 23 May 2025

Issue 3 : August 2025

- Editorial & Advertorial Deadline (incl all copy and photos/images): 25 July 2025
- Advertising Material Deadline: 30 July 2025
- Publication/Distribution: 15 August 2025

Issue 4 : November 2025

- Editorial & Advertorial Deadline (incl all copy and photos/images): 7 November 2025
- Advertising Material Deadline: 10 November 2025
- Publication/Distribution: 21 November 2025

Advert Sizes

Full Page

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

Half Page (Horizontal)

176 wide x 130 high (Bleed 5mm on trim)

Advertising 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) or call: 082 8554070