

# sassda®

southern africa stainless steel  
development association



## STAINLESS STEEL MAGAZINE RATE CARD 2026



## The Right Audience. Real Exposure

The Sassda Stainless Steel Magazine is the association's flagship quarterly publication, serving professionals across the stainless steel value chain. It reaches engineers, specifiers, fabricators, manufacturers, and decision-makers involved in design, production, and industrial applications.

The magazine publishes original, independent, technically accurate articles written by seasoned professionals and is grounded in recognised standards and real-world practice.

Advertising appears alongside this trusted content in a credible industry environment, reinforcing technical credibility and ensuring messages reach a highly relevant audience.

### Why Advertise in The Sassda Stainless Steel Magazine?

- Highly targeted, stainless steel-focused readership
- Strong concentration of engineers, specifiers, and decision-makers
- National digital distribution through Sassda networks
- Competitive cost-per-impression compared to traditional print titles
- Advertising supported by credible, technical editorial

### Audience & Reach

The Sassda Stainless Steel Magazine is a digital-first publication with consistent national distribution and measurable engagement.

- Average performance per issue (2024 - 2025):
- 7 000 unique reads per issue (excludes PDF downloads)
- Impressions consistently exceed reads, supporting repeat exposure
- Engagement peaks around flagship and awards editions
- A stable core readership is maintained across all issues

## Standard Rates

- Full page display advert **R8 000 per issue**
- Half page display advert **R6000 per issue**

## Exclusive Premium Placement

- Inside front cover **R11 000 per issue**
- Discounted Annual Booking (Four Issues): **R40 000**

Premium placements offer early reader exposure and increased visibility, while remaining competitively priced within the B2B engineering and industrial media sector

## Platinum Package

**R19 000 per issue**

- Full page display advert
- Two-page Company Profile

## Gold Package

**R15 000 per issue**

- Full page display advert
- One -page Company Profile

These packages provide additional space for advertisers to communicate technical expertise, applications, and organisational capability beyond a single display advert

## Sponsored Editorial

**R10 500 per issue**

All advertising and advertorials appear alongside professionally curated editorial content, ensuring visibility while maintaining editorial integrity and credibility.

Advertorial special packages subject to space availability.

## Annual Advertising Rates

**R30 000 per year**

- 4 x Full Page (artwork to be supplied)
- Highly targeted, stainless steel focused readership
- Strong concentration of engineers, specifiers, and decision-makers
- National digital distribution through Sassda networks
- Competitive cost-per-impression compared to traditional print titles
- Advertising supported by credible, technical editorial

## Exclusive Premium Placement

**R11 000 per issue**

Premium placements offer early reader exposure and increased visibility, while remaining competitively priced within the B2B engineering and industrial media sector.

All Prices exclude VAT \*\*All Advertising artwork (PDF, J-peg or png format) to be supplied by advertiser. All rates exclude 16.5% agency commission if applicable

## Deadlines

### ISSUE 1 2026

**Publication - 13 March 2026**

Advertising Deadline: 27 February 2026

### ISSUE 2 2026

**Publication - 29 May 2026**

Advertising Deadline: 15 May 2026

### ISSUE 3 2026

**Publication - 31 July 2026**

Advertising Deadline: 17 July 2026

### ISSUE 4 2026

**Publication - 30 October 2026**

Advertising Deadline: 16 October 2026



### Advertising:

Email Kim Stevens, Cell: 082 8554070

Editorial:

Email Luise Allemann, Cell: 082 376 6716