

# 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 a strong concentration of C-Suite decision makers including manufacturers, fabricators, engineers, architects & specifiers,

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.

In addition, advertising rates are highly competitive compared to other B2B trade titles.

## 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, showing repeat exposure
- A stable core readership is maintained across all issues

## ADDED-VALUE - The multiplier effect

- Advertisers receive full coverage on the Association website [www.sassda.co.za](http://www.sassda.co.za) with an **average 3 000 reader** sessions per month.
- A dedicated magazine emailer is sent to **1 450** recipients
- Exposure across Sassda's LinkedIn, Facebook, Instagram and X Social Media Platforms with a **total of 4 741 Followers**.



## STANDARD RATES

**Full page standard advert**  
**R8 000 per issue**

**Half page standard advert**  
**R6 000 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

## ADVERTORIAL

(Sponsored Content)

### Silver Package

**R10 500 per issue**

One Page Company Profile Article (500 Words)

### Gold Package

**R15 000 per issue**

Full page standard advert & One-page Company Profile article (500 Words)

### Platinum Package

**R19 000 per issue**

Full page standard advert & Two-page Company Profile article (1 000 words)

These packages provide scope for advertisers to communicate their messaging and capabilities in more detail beyond a single brand advert

\*\* All Prices exclude VAT

\*\*\* All Advertising artwork (PDF, J-peg or png format) and advertorial copy to be supplied by advertiser - subject to editor approval. All rates exclude 16.5% agency commission if applicable

## DEADLINES

### ISSUE 1 2026

**Publication - 06 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

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