sassda®

southern africa stainless steel development association

STAINLESS STEEL MAGAZINE RATE CARD 2027



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 - 2026):

- 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 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

Book all four 2027 issues (March/ June/September/November 2027) by 31 January 2027 and receive an early bird discount of 10% on the standard full page advertising rate i.e. only pay R28 800 for the full year!

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 2027
Publication - 31 March 2027
Advertising Deadline: 24 March 2027

ISSUE 2 2027
Publication - 30 June 2027
Advertising Deadline: 23 June 2027

ISSUE 3 2027
Publication - 1 5 September 2027
Advertising Deadline: 8 September 2027

ISSUE 4 2027
Publication - 24 November 2027
Advertising Deadline: 17 November 2027

For advertising enquiries contact:
Wendy Breakey
wendy@sassda.co.za (083) 653-8116
& for editorial enquiries contact
Luise Allemann
luise@mediaink.co.za (082) 376-6716