

The *SAIMM Journal* is an online publication and is distributed digitally

# Rate Card 2022

**SAIMM Advertising Opportunities**  
**Committed to the minerals and metals**  
**economy in Southern Africa**



**SAIMM**  
THE SOUTHERN AFRICAN INSTITUTE  
OF MINING AND METALLURGY

The Southern African Institute of Mining and Metallurgy

## Developing the mining industry's future leaders

SAIMM, bringing together world-class knowledge and a professional community to drive African solutions for a sustainable future.





# ADVERTISEMENT BOOKINGS

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**SAIMM**  
THE SOUTHERN AFRICAN INSTITUTE  
OF MINING AND METALLURGY  
VOLUME 121 NO. 10 OCTOBER 2021

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VOLUME 121 NO. 6 JUNE 2021

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VOLUME 121 NO. 7 JULY 2021

**CELEBRATING  
EXCELLENCE**  
1961-2021

**UNIVERSITY OF PRETORIA**  
Department of  
Mining Engineering

**TOP 50**  
of universities ranked globally for  
MINERALS AND MINING  
ENGINEERING  
QS 2021-22 World University Subject Rankings

**60 YEARS**  
Excellence in Mining  
Engineering Education  
1961 - 2021 A Diamond Celebration

Faculty of Engineering,  
Built Environment and  
Information Technology

University of Pretoria  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

**DynaPrime**

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PARTNERSHIP IN PRACTICE

## SAIMM 2022 MARKETING OPPORTUNITIES

The SAIMM offers businesses wanting to reach decision makers, thought-leaders and key opinion-formers in the mining environment different opportunities and essential platforms to do so.

Include the SAIMM in your marketing plan if you want to get noticed, grow your market share and assure your existing client base that they are dealing with the right service provider. The SAIMM's monthly, highly regarded Journal, website and monthly Journal mailer are distinctly differentiated from other available commercial mining publications, and online digital avenues.

It all starts with circulation, and works best when marketers use omni-channel integration to synergise the effectiveness of all the media paths to persuasion and purchase. Innovative and different advertising opportunities, company profiles and sponsored content marketing are all available to you to match your marketing message best.

## Distribution information

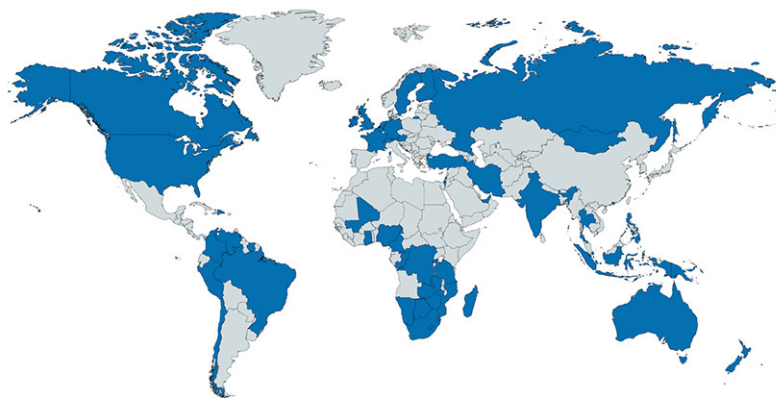
ABC Accredited



- ◆ Advertising Home Page Banner click throughs between 89 and 155 per month
- ◆ 24/7 Website viewing
- ◆ 4-6 Well attended conferences per annum
- ◆ Journal referred to again and again by professionals and students due to informative accredited and peer reviewed papers covering all aspects of mining and metallurgy in Southern Africa
- ◆ 12 Digital Editions per annum
- ◆ 12 Mailers per annum
- ◆ 3 Readers per copy
- ◆ Active Social Media engagement with members and followers
- ◆ 7 International Alliances
- ◆ Cost efficient advertising rates with unique and cross media advertising packages available
- ◆ 4 Advertising platforms available (Website, Journal, Mailer and Conferences)

## SAIMM's MEMBERSHIP DATA

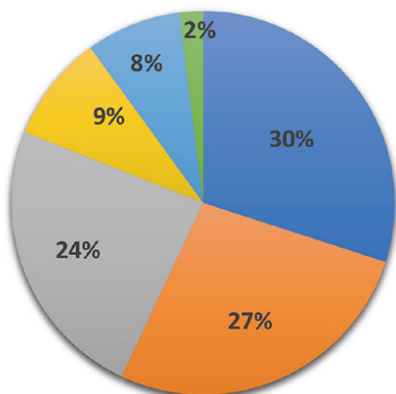
### WHERE DO WE DISTRIBUTE TO?



### TOP 10 COUNTRIES

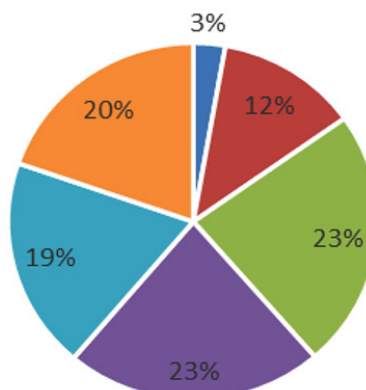
- 1 South Africa
- 2 Zimbabwe
- 3 Australia
- 4 Namibia
- 5 Botswana
- 6 Zambia
- 7 UK
- 8 Canada
- 9 USA
- 10 Germany

### INDUSTRY PROFESSIONALS



- Senior Level Executives
- Management
- Academics
- Professionals
- Consultants, Evaluators, Specialists
- Junior and Graduate Trainees

### AGE PROFILES



- 18-24
- 24-34
- 35-44
- 45-54
- 55-64
- 65+

### GENDER BREAKDOWN

Female 13%  
Male 87%

## ADVERTISING RATES FOR THE SAIMM JOURNAL

| Advert Size   | Casual Bookings• | 2–5 Bookings• | 6–12 Bookings• |
|---|------------------|---------------|----------------|
| Outside front cover<br>This includes outside front cover picture, plus full page inside front cover, plus small replica of the front cover on the contents page | R34 656          | R33 341       | -              |
| Outside back cover  | R28 879          | R27 829       | R26 777        |
| Inside back cover   | R23 120          | R22 325       | R21 530        |
| Double page spread*   | R31 501          | R30 981       | R30 453        |
| Full page   | R17 327          | R16 801       | R16 278        |
| Half page   | R13 718          | R13 192       | R12 664        |
| Third page  | R10 827          | R10 301       | R9 781         |
| Quarter page horizontal   | R10 108          | R9 582        | R9 057         |

Special colours, positions and contracts will be priced on application

\*DPS—Please allow a 20 mm gutter in the centre of the page to allow for binding

### Mechanical Data

Material should be supplied in a press-optimised PDF format—colours converted to CMYK. Material should be made up in Bureau software (e.g. Quark, InDesign, Freehand, Illustrator) before converting to PDF. Screen ruling 133 mm. Although distributed digitally, the SAIMM Journal is still produced to high-resolution, print quality specifications.

**NOTE: Material made up in MS Word and PowerPoint is not acceptable.**

### 2022 Online Placement Rates

#### HOME PAGE

| Advert Size     | Casual Placements | 2–5 Placements | 6–11 Placements | 12+ Placements |
|-----------------|-------------------|----------------|-----------------|----------------|
| Super Tower     | R6 091            | R5 785         | R5 482          | R5 249         |
| Super Button    | R5 195            | R4 934         | R4 676          | R4 477         |
| Leaderboard     | R5 459            | R5 117         | R4 916          | R4 676         |
| Skyscraper      | R4 810            | R4 570         | R4 468          | R4 122         |
| Vertical Banner | R4 145            | R4 085         | R3 874          | R3 680         |
| Button          | R3 576            | R3 398         | R3 202          | R3 065         |

#### ARTICLE PAGES

| Advert Size     | Casual Placements | 2–5 Placements | 6–11 Placements | 12+ Placements |
|-----------------|-------------------|----------------|-----------------|----------------|
| Super Tower     | R5 140            | R4 883         | R4 624          | R4 421         |
| Super Button    | R4 243            | R4 032         | R3 821          | R3 650         |
| Leaderboard     | R4 366            | R4 142         | R3 931          | R3 740         |
| Skyscraper      | R3 846            | R3 656         | R3 468          | R3 296         |
| Vertical Banner | R3 312            | R3 266         | R3 100          | R2 944         |
| Button          | R2 863            | R2 719         | R2 580          | R2 453         |

### 2022 Monthly Journal Mailer Rates

| Advert Size | Casual Placements | 2–5 Placements | 6–11 Placements | 12+ Placements |
|-------------|-------------------|----------------|-----------------|----------------|
| Super Tower | R5 140            | R4 883         | R4 624          | R4 421         |

All rates quoted are per insertion and are excluding VAT



## 2022 Monthly FEATURES

|           |                                     |
|-----------|-------------------------------------|
| January   | General Papers Edition              |
| February  | General Papers Edition              |
| March     | TBA                                 |
| April     | Renewable Energy Edition            |
| May       | TBA                                 |
| June      | Tailings Edition (TBA)              |
| July      | Student Edition (TBA)               |
| August    | TBA                                 |
| September | Presidential Edition/General Papers |
| October   | TBA                                 |
| November  | TBA                                 |
| December  | TBA                                 |

## WEBSITE BANNER SPECS AND POSITIONING

Super tower, 180 pixels x 250 pixels

Super Button, 180 pixels x 100 pixels

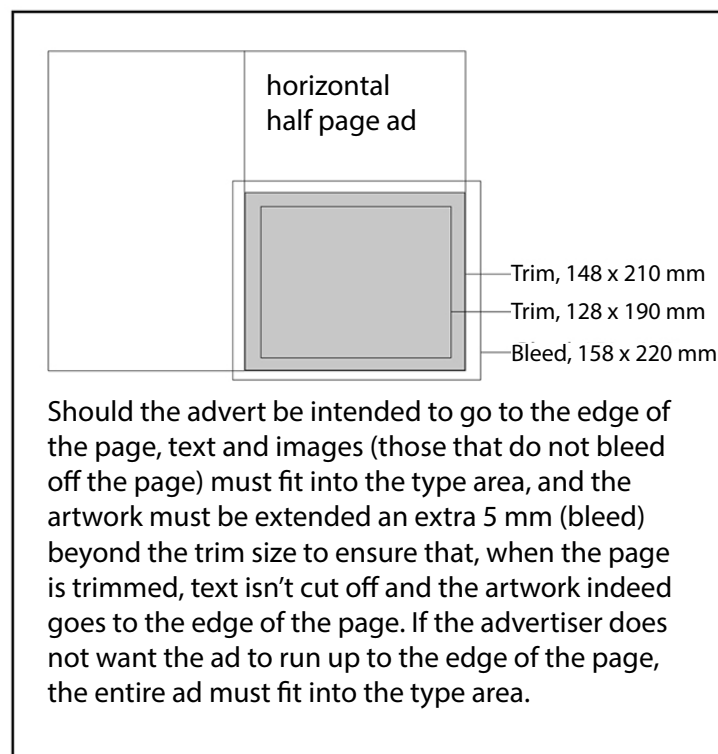
Leader board, 652 pixels x 110 pixels

Skyscraper, 180 pixels x 600 pixels

Vertical Banner, 180 pixels x 250 pixels

Button. 180 pixels x 100 pixels

| Dimensions              |   |
|-------------------------|---|
| Advert size             | Dimension (mm)  |
| Front cover             | Trim: 230 h x 210 w<br>Type: 170 h x 190 w  |
| Double page Spread      | Trim: 297 h x 420 w<br>Type: 277 h x 395 w<br>Bleed: 307 h x 430 w<br>allow 20 mm gutter in the centre of the page to allow for binding, (bleed allowance 5 mm top, bottom, side) |
| Full page               | Trim: 297 h x 210 w (A4)<br>Type: 277 h x 190 w<br>Bleed: 307 h x 220 w (bleed allowance 5 mm top, bottom, side)  |
| Half page horizontal    | Trim: 148 h x 210 w<br>Type: 128 h x 190 w  |
|                         | Bleed: 158 h x 220 w  |
| Half page vertical      | Trim: 297 h x 105 w<br>Type: 277 h x 85 w   |
| Third page horizontal   | Trim: 99 h x 210 w<br>Type: 79 h x 190 w  |
| Third page vertical     | Trim: 297 h x 70 w<br>Type: 277 h x 50 w  |
| Quarter page horizontal | Trim: 74 h x 210 w<br>Type: 54 h x 190 w  |
| Monthly Journal Mailer  | Trim: 78 h x 208 w<br>Type: 58 h x 188 w  |



Please Note: The final choice of front cover picture and design remains the prerogative of the editor.

# SAIMM is focused on nurturing the future leaders of Southern Africa's minerals industry



We provide a collaborative multistakeholder platform that connects minerals professionals throughout the region and across the globe. With our technical capacity, contemporary industry insights and global reach and alliances, SAIMM is able to help Southern African individuals and corporates raise the bar across the minerals industry.

[LINK TO VIDEO](#)

Our offerings are structured around four key pillars, each of which is fundamentally focused on Africa.

### International professional relevance

SAIMM maintains its international professional relevance through its experienced team, extensive membership base, far-reaching network and concerted industry involvement.

### Convening capacity

We help to stimulate debate, foster collaboration and inspire change.

### Information and resource portal

The wealth of information housed within SAIMM ensures our members have access to relevant, accurate and modern information relevant to our industry.

### Training and development

We pride ourselves on the world-class technical events and training sessions we host, each of which is designed to equip our members with valuable networks and experiences that fuel their professional development.

## Membership

| Student   | Associate   | Member<br>MSAIMM   | Fellow<br>FSAIMM  | Company<br>Affiliate   | Corporate<br>Partner   |
|---|---|--|---|--|--|
| For 3rd+ year students who want access to world-class knowledge and a professional network. | For young working professionals (18+ years) in the industry who are looking for access to modern insights, a professional network and/or a mentor to help you navigate your career. | For working professionals in the industry looking for access to modern, innovative knowledge and engagement with specialists and peers on current industry topics. | For 35+ years, senior professionals with 5+ years experience and 5+ years as a SAIMM member – apply to become a fellow with international recognition and ability to sign off on specialist work. | For small companies associated with the industry looking for access to current, modern knowledge and a professional network to engage. | For large corporates looking to provide their qualifying employees with access to world-class, modern knowledge, and platforms to engage the broader industry and communities. |

**SAIMM is the platform to facilitate this collaboration. Join us.**  
For all general enquiries, please contact Sam Moolla, who heads up the team.  
email-sam@saimm.co.za