

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

Rate Card 2021

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

SAIMM
THE SOUTHERN AFRICAN INSTITUTE
OF MINING AND METALLURGY
VOLUME 120 NO. 1 JANUARY 2020

Trusted partner of choice

SAIMM
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HOT DIP GALVANIZING
THE PROVEN CORROSION CONTROL TECHNOLOGY FOR STEEL AND IRON

HOT DIP GALVANIZERS ASSOCIATION
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SAIMM
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VOLUME 120 NO. 5 MAY 2020

Worley

ADVERTISEMENT BOOKINGS

Barbara Spence • Avenue Advertising
PO Box 71308, Bryanston, 2021
Tel: 011 463 7940 • Cell: 082 881 345
E-mail: barbara@avenue.co.za
Website: <http://www.avenue.co.za>

- The *Journal* of the SAIMM
- Monthly Journal Mailer
- Website

Website: <http://www.saimm.co.za>

Fifth Floor, 5 Hollard Street, Marshalltown 2107, South Africa • P O Box 61127, Marshalltown, 2107, South Africa
Tel: 27-11-834-1273/7 • Fax 27-11-838-5923 or 833-8156 • E-mail: journal@saimm.co.za • Website: <http://www.saimm.co.za>

SAIMM 2021 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.

Distribution information



Certified circulation figures

Digital reach



316 821
Online users
per annum



5 710
Digital
magazine
circulation

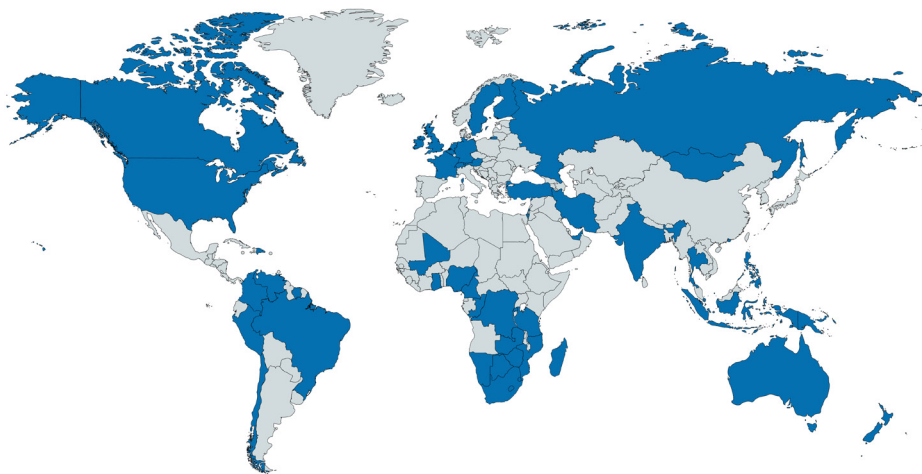


63 643
Social media
following

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.

SAIMM'S MEMBERSHIP DATA

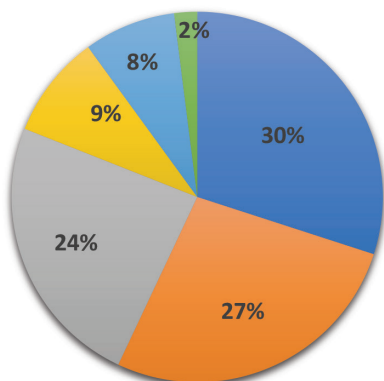
WHERE DO WE DISTRIBUTE TO?



TOP 10 COUNTRIES

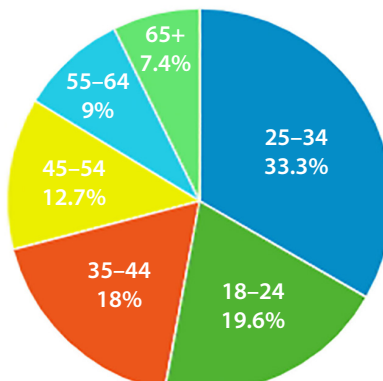
- 1 South Africa
- 2 Zimbabwe
- 3 Zambia
- 4 Ghana
- 5 Australia
- 6 Namibia
- 7 Botswana
- 8 UK
- 9 USA
- 10 Canada

INDUSTRY PROFESSIONALS



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

AGE PROFILES



GENDER BREAKDOWN

Female 43.83%
 Male 56.17%

ADVERTISING RATES FOR THE SAIMM JOURNAL

Advert Size	Casual Bookings•	2–5 Bookings•	6–12 Bookings•
Outside front cover This includes outside front cover picture, plus full page inside front cover, plus small replica of the front cover on the contents page	R33 976	R32 687	
Outside back cover	R28 313	R27 283	R26 252
Inside back cover	R22 667	R21 877	R21 108
Double page spread*	R30 883	R30 374	R29 856
Full page	R16 987	R16 472	R15 959
Half page	R13 449	R12 933	R12 416
Third page	R10 615	R10 099	R9 589
Quarter page horizontal	R9 910	R9 394	R8 879

- All prices quoted are per insertion and are excluding VAT
- 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.

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

Although distributed digitally, the SAIMM Journal is still produced to high-resolution, print quality specifications.

2021 Online Placement Rates

HOME PAGE

Advert Size	Casual Placements	2–5 Placements	6–11 Placements	12+ Placements
Super Tower	R5 076	R4 821	R4 568	R4 374
Super Button	R4 329	R4 112	R3 897	R3 731
Leaderboard	R4 549	R4 314	R4 097	R3 897
Skyscraper	R4 008	R3 808	R3 723	R3 435
Vertical Banner	R3 454	R3 404	R3 228	R3 067
Button	R2 980	R2 832	R2 688	R2 554

ARTICLE PAGES

Advert Size	Casual Placements	2–5 Placements	6–11 Placements	12+ Placements
Super Tower	R4 283	R4 069	R3 853	R3 684
Super Button	R3 536	R3 360	R3 184	R3 042
Leaderboard	R3 638	R3 452	R3 276	R3 117
Skyscraper	R3 205	R3 047	R2 890	R2 747
Vertical Banner	R2 766	R2 722	R2 583	R2 453
Button	R2 386	R2 266	R2 150	R2 044

2021 Monthly Journal Mailer Rates

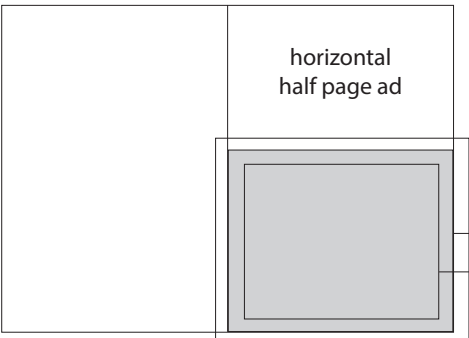
Advert Size	Casual Placements	2–4 Placements	5–11 Placements	12+ Placements
Super Tower	R9 006	R8 556	R8 128	R7 721

2021 FEATURES

Month	Feature
January 2021	Mine, Health and Safety Edition
February 2021	Digitalization Edition
March 2021	General Papers Edition
April 2021	Advanced Materials Edition
May 2021	Acid Mine Drainage Edition
June 2021	General papers Edition
July 2021	Student Edition
August 2021	Rare Earths Conference Edition
September	Presidential Edition
October	TBA
November	TBA
December	TBA

SAIMM Upcoming Events	Dates
GMG—Global Mining Guidelines Online Forum	30–31 March 2021
IMPC2020 XXX International Mineral Processing Congress	18–22 April 2021
Diamonds – Source to Use – Hybrid Conference	9–10 June 2021
Renewable Solutions for an Energy Intensive Industry Hybrid Conference	28–30 June 2021
Copper Cobalt Africa incorporating The 10th Southern African Base Metals Conference	13–16 July 2021
5th Mineral Project Valuation Hybrid Colloquium	28–29 July 2021
World Gold Hybrid Conference	16–17 August 2021
APCOM 2021 Hybrid Conference	29 August–2 September 2021
5th Young Professionals Hybrid Conference 2021	21–22 September 2021
8th Sulphur and Sulphuric Acid Conference 2021	27–30 September 2021
PGM THE 8th International Conference	4–6 October 20201
Southern African Rare Earths International Hybrid Conference 2021	18–20 October 2021
SAMCODES Hybrid Conference	26–27 October 2021
Global Tailings Standards and Opportunities Hybrid Conference 2021	8–10 November 2021
17th Annual Student Colloquium	11 November 2021

Dimensions	
Advert size	Dimension (mm)
Front cover	Trim: 230 h x 210 w Type: 170 h x 190 w
Double page Spread	Trim: 297 h x 420 w Type: 277 h x 395 w Bleed: 307 h x 430 w 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) Type: 277 h x 190 w Bleed: 307 h x 220 w (bleed allowance 5 mm top, bottom, side)
Half page horizontal	Trim: 148 h x 210 w Type: 128 h x 190 w Bleed: 158 h x 220 w
Half page vertical	Trim: 297 h x 105 w Type: 277 h x 85 w
Third page horizontal	Trim: 99 h x 210 w Type: 79 h x 190 w
Third page vertical	Trim: 297 h x 70 w Type: 277 h x 50 w
Quarter page horizontal	Trim: 74 h x 210 w Type: 54 h x 190 w
Monthly Journal Mailer	Trim: 78 h x 208 w Type: 58 h x 188 w



horizontal
half page ad

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

Trim, 148 x 210 mm

Trim, 128 x 190 mm

Bleed, 158 x 220 mm

Should the advert be intended to go to the edge of the page, text and images (those that do not bleed off the page) must fit into the type area, and the artwork must be extended an extra 5 mm (bleed) beyond the trim size to ensure that, when the page is trimmed, text isn't cut off and the artwork indeed goes to the edge of the page. If the advertiser does not want the ad to run up to the edge of the page, the entire ad must fit into the type area.