



SAIMM
THE SOUTHERN AFRICAN INSTITUTE
OF MINING AND METALLURGY

130
Years
OF TECHNICAL EXCELLENCE



2025

Advertising RATE CARD



SAIMM 2025 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.

CLICK THRUS

Advertising Home Page Banner click-thrus between 254 and 590 per month

WEBSITE VIEWING

24/7

CONFERENCES

4-6 Well attended conferences per annum

JOURNAL

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

DIGITAL EDITIONS

12 Digital Editions per annum

MAILERS

12 Mailers per annum

READERS

3 Readers per copy

SOCIAL MEDIA

Active Social Media engagement with members and followers

INTERNATIONAL ALLIANCES

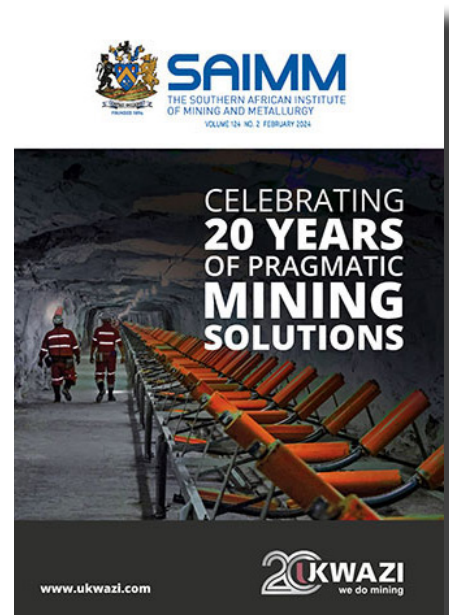
7 International Alliances

PACKAGES AVAILABLE

Cost efficient advertising rates with unique and cross media advertising packages available

ADVERTISING PLATFORMS

4 Advertising platforms available (Website, Journal, Mailer and Conferences)



ADVERTISEMENT BOOKINGS

Barbara Spence · Avenue Advertising

PO Box 71308, Bryanston, 2021

Tel: 011 463 7940 • Cell: 082 881 3454

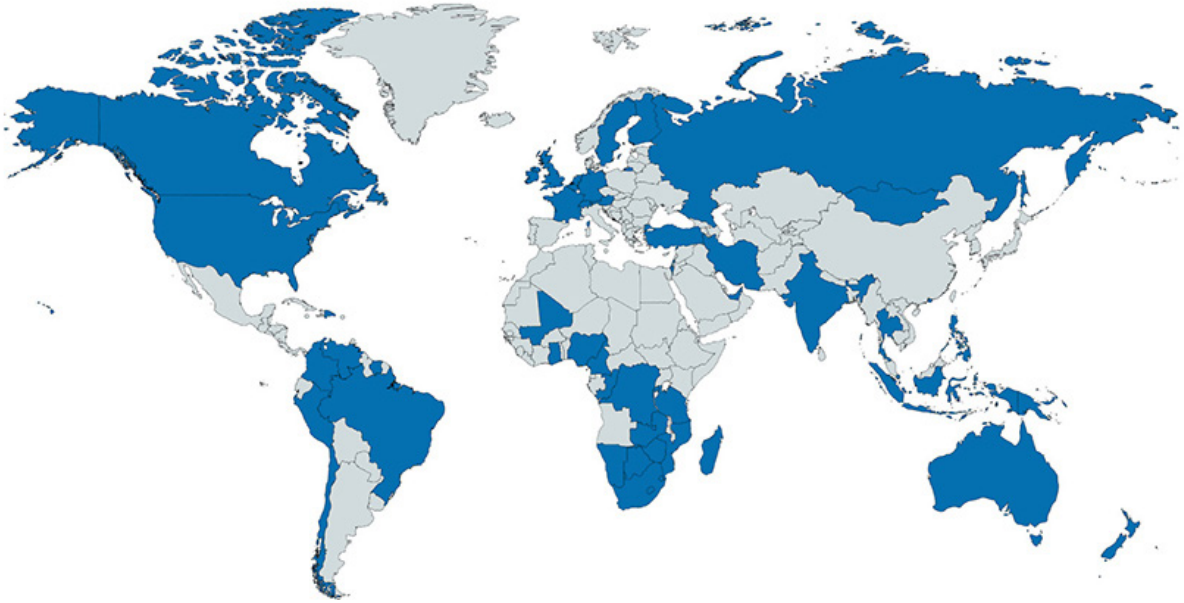
E-mail: barbara@avenue.co.za • Website: <http://www.avenue.co.za>



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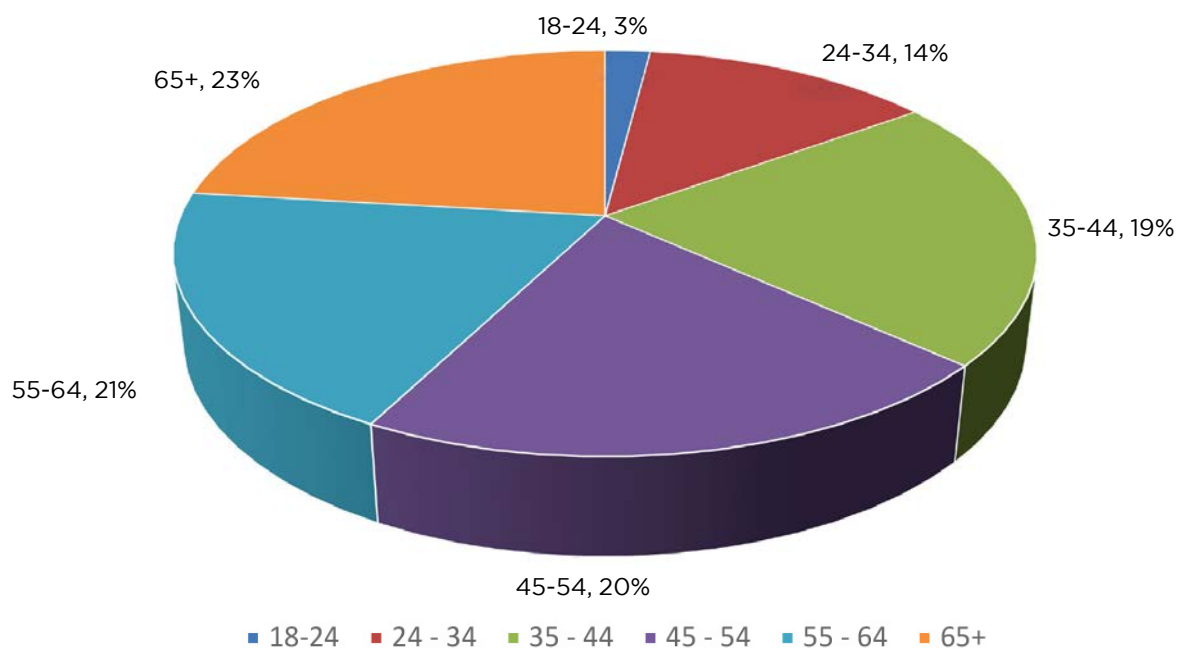
DISTRIBUTION INFORMATION



TOP 10 COUNTRIES

South Africa	1894
Zimbabwe	157
Australia	74
United Kingdom	48
Botswana	41
Namibia	36
Canada	32
Zambia	28
USA	25
DRC	11

AGE ANALYSIS



ADVERTISING RATES FOR THE SAIMM JOURNAL (all excluding VAT)

Advert Size	Casual Bookings•	2-5 Bookings•	6-12 Bookings•
• Outside front cover package (OFC/IFC/FP) – Outside front cover – Inside front cover – Full page content page – Website banner – 5 minutes video / slide presentation at SAIMM conference of choice.	R39 718	R38 210	-
Inside back cover	R34 396	R33 145	R31 892
Outside back cover	R27 536	R26 590	R25 642
Double page spread*	R37 518	R36 899	R36 270
Full page	R20 637	R20 011	R19 387
Half page	R16 338	R15 712	R15 083
Third page	R12 896	R12 268	R11 649
Quarter page horizontal	R12 038	R11 412	R10 787

Special colours, positions and contracts will be priced on application

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.

2025 Online Placement Rates

WEBSITE HOME PAGE

Advert Size	Casual Insertion	2-5 Insertions	6-10 Insertions	12+ Insertions
Super Tower	R7 254	R6 890	R6 530	R6 252
Super Button	R6 187	R5 877	R5 569	R5 333
Leaderboard	R6 502	R6 094	R5 855	R5 569
Skyscraper	R5 729	R5 443	R5 321	R4 909
Vertical Banner	R4 937	R4 865	R4 613	R4 383
Button	R4 259	R4 047	R3 814	R3 651

WEBSITE ARTICLE PAGE

Advert Size	Casual Insertion	2-5 Insertions	6-10 Insertions	12+ Insertions
Super Tower	R6 122	R5 816	R5 507	R5 265
Super Button	R5 054	R4 802	R4 551	R4 347
Leaderboard	R5 200	R4 933	R4 682	R4 454
Skyscraper	R4 581	R4 354	R4 131	R3 926
Vertical Banner	R3 945	R3 890	R3 692	R3 506
Button	R3 410	R3 238	R3 073	R2 921

2025 Monthly Journal Mailer Rates

Advert Size	Casual Insertion	2-5 Insertions	6-10 Insertions	12+ Insertions
Rectangle Banner	R5 448	R5 176	R4 901	R4 686

All rates quoted are per insertion and are excluding VAT

2025 FEATURES

- January 2025 – Seismic Activity
- February 2025 – Slope Stability
- March 2025 – Mintek@90
- April 2025 – TBC
- May 2025 – TBC
- June 2025 – TBC
- July 2025 – TBC
- August 2025 – TBC
- September 2025 – Presidential Address and General papers
- October 2025 – Student Edition (TBC)
- November 2025 – TBC
- December 2025 – General papers Edition

WEBSITE BANNER SPECS AND POSITIONING

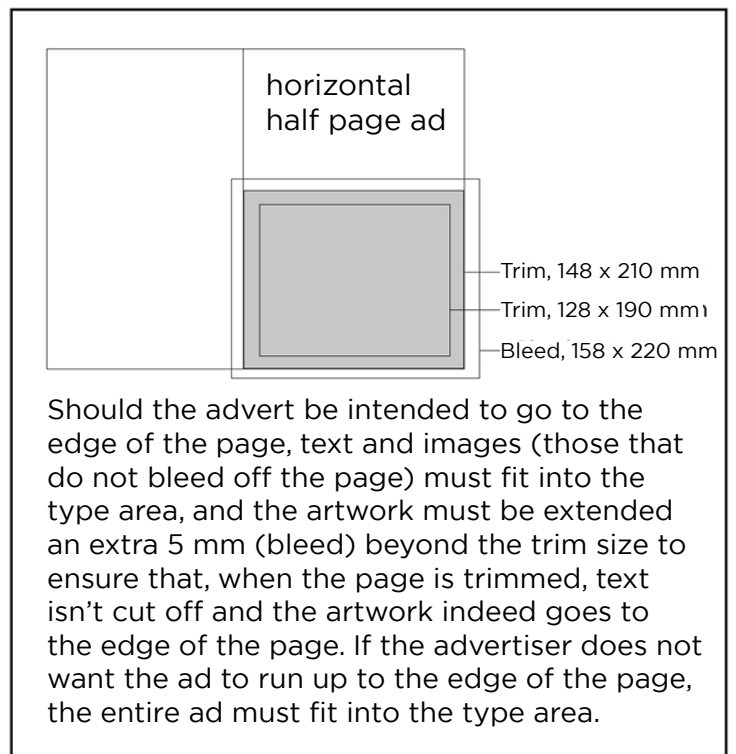
Home Page Banner Specs

- Super Tower, 195 pixels (w) x 275 pixels (h)
- Super Button, 250 pixels (w) x 140 pixels (h)
- Leader Board, 550 pixels (w) x 140 pixels (h)
- Skyscraper, 195 pixels (w) x 600 pixels (h)
- Vertical Banner, 195 pixels (w) x 250 pixels (h)
- Button. 250 pixels (w) x 140 pixels (h)
- Rectangle Banner Journal Mailer 1240 pixels x 510 pixels

Article Page Banner Specs

- Super Tower, 190 pixels (w) x 250 pixels (h)
- Super Button, 190 pixels (w) x 100 pixels (h)
- Leader Board, 810 pixels (w) x 135 pixels (h)
- Skyscraper, 190 pixels (w) x 600 pixels (h)
- Vertical Banner, 190 pixels (w) x 250 pixels (h)
- Button. 250 pixels (w) x 100 pixels (h)

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 Inside front cover Inside back cover Outside back cover	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



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.

WE CONVENE, we provide a sound platform for collaborative networking.

WE ENGAGE, we broaden our members' networks through engagement forums with technical peers.

WE INFORM, we keep our members informed of technological and sustainability issues and developments by making relevant information available.

WE EDUCATE, we offer accredited continuous professional development (CPD) and education programmes targeted at our members' commodity and geographic contexts.



Personal Development

- Education and knowledge sharing opportunities with industry leaders
- Participation in an active Mentorship Programme is encouraged
- Provides a code of ethics and values for industry professionals
- Participation in technical excursions and social events creates opportunity for professional interaction
- Fellow and Member grades can apply to be deemed Competent Persons
- Medals awarded annually for qualifying papers published in the SAIMM Journal.

Events and Networking

- A structured programme of conferences, workshops, colloquia, schools, and courses at competitive prices
- Free access to any Branch events, and all SAIMM webinars
- An active podcast programme
- Members are eligible for one free conference following attendance of 5 SAIMM conferences over a 3 year period (excluding the Citation conference)
- 1-year free Conference Associate membership to any non-member attending paid SAIMM events
- Networking and skills development opportunities.

Technical Resources

- A highly rated monthly scientific and technical journal
- SAIMM membership have access to OneMine.org that holds over 2 million papers
- Free access to webinar recordings on the MYMEMBERSHIP platform
- Members receive discounts on books published by SAIMM
- Free access to limited services from the Technical Library as well as a discounted rate for others. This includes in-depth research, book loans and inter-library loans.
- Access to SAIMM The Crucible Podcast, hosted by industry experts. Accessible on: SAIMM website: <https://bit.ly/48Hqw8y>

Special Interest Groups

- Diversity and Inclusion
- Young Professionals Council
- Environmental, Social, Governance – Sustainability
- South African National Council on Tunnelling
- Tailings Working Group.

Professional Affiliation

- Enables members to establish legitimacy and credibility in the Minerals Industry
- SAIMM is a Voluntary Association of ECSA and SACNASP and members may apply for CPD points
- The provision of an enforceable code of ethics enables members registration as a Competent Person
- Membership is open to industry professionals across associated disciplines other than Mining and Metallurgy.

Photos: Courtesy of Minerals Council

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

