SAIMM
THE SOUTHERN AFRICAN INSTITUTE OF MINING AND METALLURGY

2024 Advertising RATE CARD

SAIMM 2024 MARKETING OPPORTUNITIES

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Distribution information
ABC Accredited

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 throughs between 126 and 204 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

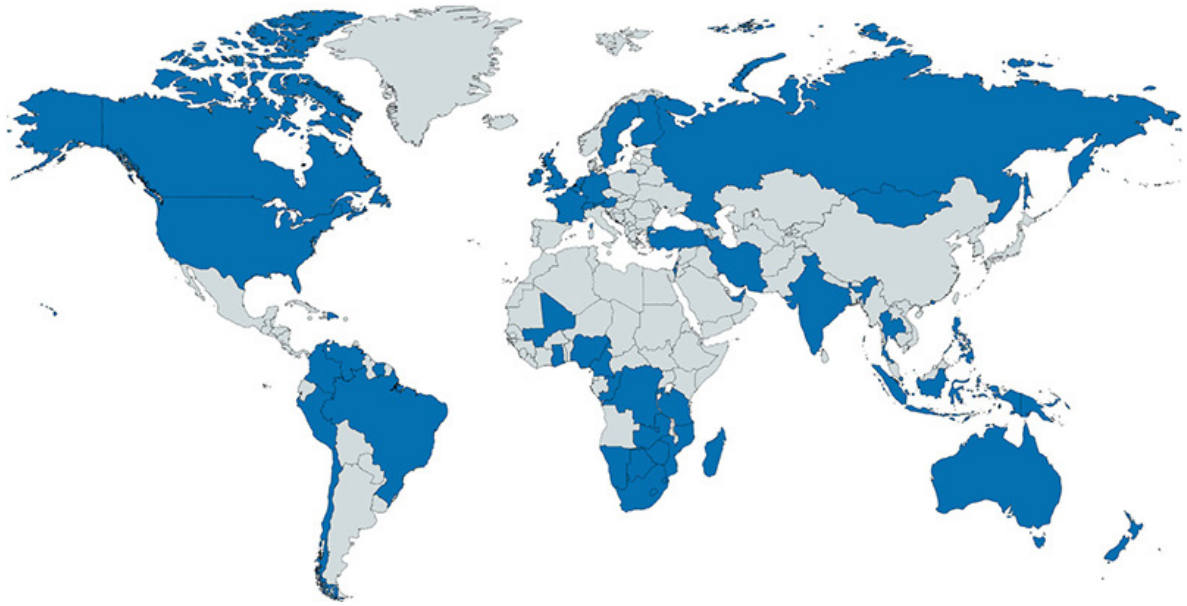
INTERNATIONAL ALLIANCES
7 International Alliances

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

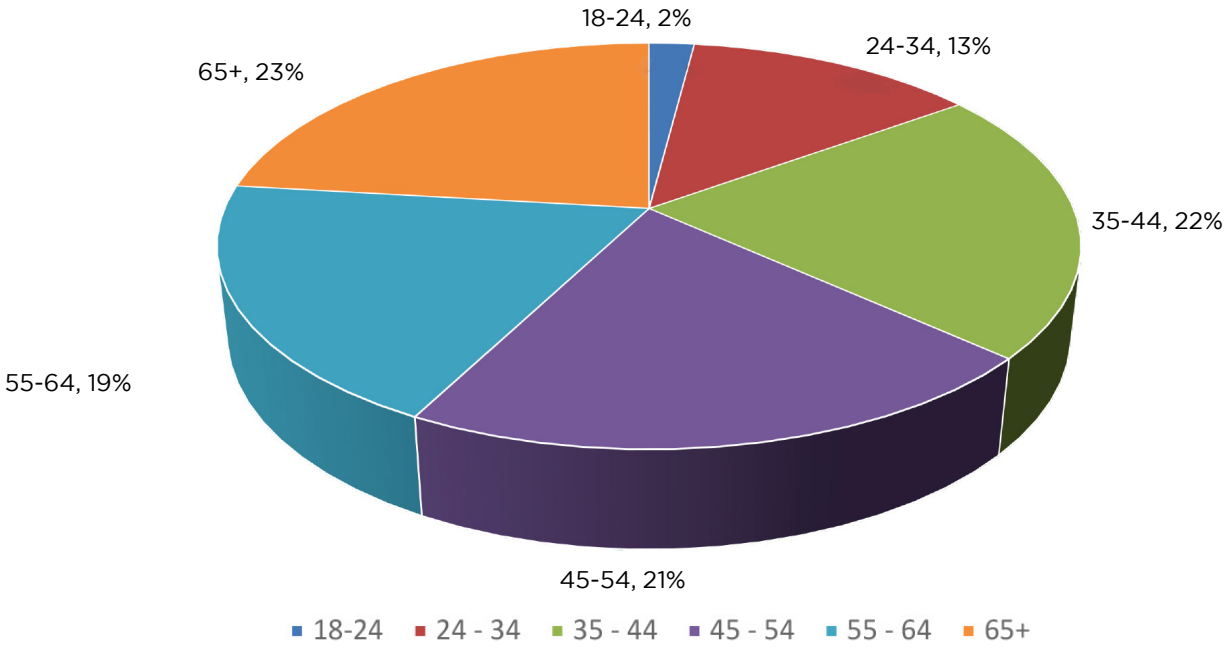
DISTRIBUTION INFORMATION



TOP 10 COUNTRIES

South Africa	1895
Zimbabwe	140
Australia	75
Botswana	52
United Kingdom	47
Namibia	35
Canada	34
Zambia	32
United States	25

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.	R38 939	R37 461	-
Outside back cover	R25 977	R25 085	R24 191
Inside back cover	R32 449	R31 269	R30 087
Double page spread*	R35 394	R34 810	R34 217
Full page	R19 469	R18 878	R18 290
Half page	R15 413	R14 823	R14 229
Third page	R12 166	R11 574	R10 990
Quarter page horizontal	R11 357	R10 766	R10 176

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.

2024 Online Placement Rates

WEBSITE HOME PAGE

Advert Size	Casual Insertion	2–5 Insertions	6–10 Insertions	12+ Insertions
Super Tower	R6 843	R6 500	R6 160	R5 898
Super Button	R5 837	R5 544	R5 254	R5 031
Leaderboard	R6 134	R5 749	R5 524	R5 254
Skyscraper	R5 405	R5 135	R5 020	R4 631
Vertical Banner	R4 658	R4 590	R4 352	R4 135
Button	R4 018	R3 818	R3 598	R3 444

WEBSITE ARTICLE PAGE

Advert Size	Casual Insertion	2–5 Insertions	6–10 Insertions	12+ Insertions
Super Tower	R5 775	R5 487	R5 195	R4 967
Super Button	R4 768	R4 530	R4 293	R4 101
Leaderboard	R4 906	R4 654	R4 417	R4 202
Skyscraper	R4 322	R4 108	R3 897	R3 704
Vertical Banner	R3 722	R3 670	R3 483	R3 308
Button	R3 217	R3 055	R2 899	R2656

2024 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

2024 FEATURES

- January 2024 – General papers Edition
- February 2024 – General papers Edition
- March 2024 – Computational Modelling Edition
- April 2024 – Student Edition
- May 2024 – Mining Impact & Future Water Development
- June 2024 – General papers Edition
- July 2024 – Data Science Edition (TBC)
- August 2024 – Environmental, Social and Governance (ESG) (TBC)
- September 2024 – Presidential Address and General papers
- October 2024 – Critical Metals and Rare Earth Elements
- November 2024 – Mine Closure Edition
- December 2024 – General papers Edition

WEBSITE BANNER SPECS AND POSITIONING

Home Page Banner Specs

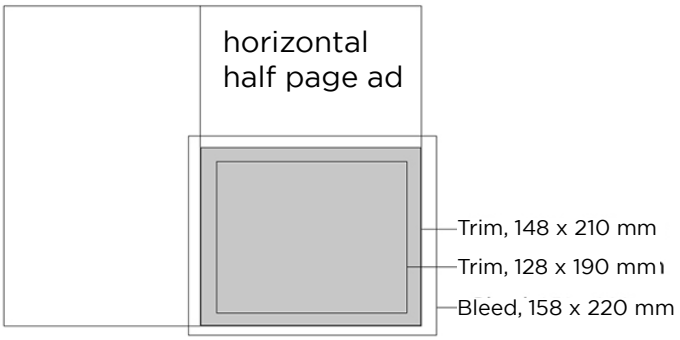
Super Tower, 195 pixels (w) x 275 pixels (h)
Super Button, 250 pixels (w) x 140 pixels (h)
Leader Board, 550 pixels (w) x 140 pixels (h)
Skyscraper, 195 pixels (w) x 600 pixels (h)
Vertical Banner, 195 pixels (w) x 250 pixels (h)
Button. 250 pixels (w) x 140 pixels (h)

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)

Rectangle Banner Journal Mailer 1240 pixels x 510 pixels

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



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.

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

This image was kindly supplied by the Minerals Council South Africa

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** MSAIMM	**Fellow** FSAIMM	**Company Affiliate**	**Corporate 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

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