

## RATE CARD 2021

### READERSHIP AND CONTENT CIRCULATION

4 issues per year  
2600 digital distribution per issue

- Local & international projects and case studies
- Profiles of individuals and companies
- Industry news and product updates
- Benchmarking and research reports
- Technical articles
- Architect's viewpoints
- Analysis and opinion pieces on industry issues e.g. legal, safety, political, environmental etc.
- Institute activities & publications
- Member contact list
- Coverage on all entries & winners in the special Steel Awards Issue

### DISTRIBUTION

Gauteng - 55%  
KZN - 15%  
Cape - 10%  
Other SA - 6%  
International - 14%

#### Decision Makers

Directors - 35%  
MD, CEO, GM - 25%  
Manager - 22%  
Senior position - 11%  
Other - 7%

### FEATURES 2020

### MATERIAL DEADLINE

### PUBLICATION

<b>Steel in Architecture</b>	15 January 2021	February 2021
<b>Steel Fabrication and Erection</b>	6 April 2021	May 2021
<b>Innovation and Sustainability</b>	2 July 2020	August 2021
<b>Steel Awards 2021*</b>	3 September 2020	October 2021

# SCJ DIGITAL EDITION RATES 2020

ARTWORK MUST BE 300DPI IN ONE OF THE FOLLOWING FORMATS:

PDF (PDF/X-1A:2001)

300DPI JPEG

300DPI TIFF

DISCOUNTS  
AVAILABLE  
FOR MEMBERS  
AND/OR BULK  
BOOKINGS

AD SIZE	RATE (EXCL VAT)	TRIM	BLEED
Full Page	R 6000	210mm (w) x 297mm (h)	220mm (w) x 307mm (h)
Half Page Horizontal	R 3000	210mm (h) x 132mm (h)	5mm bleed all around
Quarter page floating	R 2000	99mm (h) x 132mm (h)	No bleed

## OTHER DIGITAL ADVERTISING OPTIONS

AD TYPE	SIZE	RATE (EXCL VAT)
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Once a month, we send out the **SteelSpeak eNewsletter** to an opt-in list of 2600 steel industry stakeholders. The newsletter has a higher than industry average open rate and is a great opportunity to reach a targeted audience. Advertising opportunities are limited to two per newsletter in order to avoid 'overloading' our readers.

Header Banner	600px x 300px	R 1700 p/m
Footer Banner	600px x 150px	R 1000 p/m

The **SAISC website** provides an ideal mechanism for linking directly to your own website, so you're able to track traffic from the site, and refresh your content regularly in line with specific campaigns and calls to action.

- 5000 unique visitors per month
- 55 600 pages viewed per month

Header Banner (Home Page)	1500px x 500px	R 2440 p/m
Header Banner (Site Pages)	1500px x 500px	R 2000 p/m
Footer Banner (Site Pages)	600px x 200px	R 1700 p/m



ADVERTISING ENQUIRIES  
DENISE SHERMAN

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