

SA MINING

www.samining.co.za

READ WHAT REALLY GOES DOWN IN SADC

RATE CARD 2024

PUBLICATION DATES:
JANUARY/FEBRUARY, MARCH/APRIL,
MAY/JUNE, JULY/AUGUST,
SEPTEMBER/OCTOBER,
NOVEMBER/DECEMBER

SA Mining, an alternate monthly publication, is South Africa's oldest mining magazine spanning over 125 years. Part of media giant *Arena Holding's* magazine division, the magazine examines and delivers in-depth project and topical news on southern Africa's and Africa's mining industry. SA Mining's news content covers a range of commodities; projects; contracts; legislation; finance-related issues; the environment; equipment and technology; as well-thought leadership from analysts, economists and think-tanks within the sector.

SA Mining is a publication in print and digital. The magazine and its content is also available on www.samining.co.za and www.businessmediamags.co.za/sa-mining



CLICK COVER TO READ THE LATEST ISSUE

WATCH:

Business Spotlight - Enaex Africa's plans to embrace Artificial Intelligence



Gary Alfonso speaks to CEO of Enaex Africa, Francisco Baudrand, about the company's plans to embrace Artificial Intelligence, while also looking into incorporating sustainability within the organisation's strategic objective.
https://youtu.be/2U0RMa_6bko

SCAN HERE

PRICE ON REQUEST

TOTAL REACH
161 615

Print: **2 500**
Digital: **38 729**
+
Social Media
120 386

DIGITAL DISTRIBUTION

SA Mining e-zine will be available on www.samining.co.za and www.businessmediamags.co.za

STATS (JUNE 2023)

SA Mining social media reach
Facebook: **117 237 reach**
Direct page views: **31,629 (SA Mining)**
Unique views: **25,729 (SA Mining)**
X: **1 328 Followers**
Instagram: **433 Followers**
LinkedIn: **1 388 Followers (SA Mining)**

PressReader subscribers:

The SA Mining Ezine will be sent to all Business Day and Financial Mail PressReader subscribers - **over 13 000**

REACH

- Mining houses
- Mine management and employees
- The engineering sectors
- Exploration and junior mining companies
- Refinery, minerals processing and metallurgical sectors
- Mining service providers
- Financial and legal institutions
- Mining suppliers
- Government
- Geologists
- Academics
- International mining associations
- Institutions & professional bodies

SAMINING

www.samining.co.za

READ WHAT REALLY GOES DOWN IN SADC

RATE CARD 2024

ADVERTISING CONTACT

ILONKA MOOLMAN

Tel: +27 (0) 11 280 3120

Cell: +27 82 346 3412

Email: moolmani@samining.co.za

TSHEPO MONYAMANE

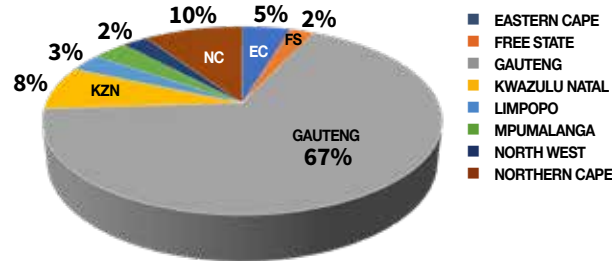
SALES EXECUTIVE

Tel: +27 (0) 11 280 3110

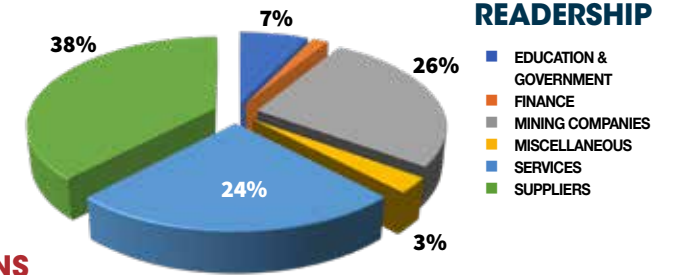
Cell: +27 62 239 3538

Email: tshepom@samining.co.za

GEOGRAPHY



READERSHIP



MATERIAL SPECIFICATIONS



FULL PAGE (FP)



3 PAGE PROFILE

ADVERTISING RATES

All rates exclude VAT and agency commission.

	1-2 INSERT	3-4 INSERTS	5-6 INSERTS
DOUBLE PAGE SPREAD	32 810	31 380 PER INSERT	29 880 PER INSERT
3 PAGE PROFILE	33 970	32 500 PER INSERT	31 960 PER INSERT
FULL PAGE	18 620	16 980 PER INSERT	15 860 PER INSERT
HALF PAGE	13 030	12 520 PER INSERT	11 700 PER INSERT
THIRD PAGE	12 200	11 740 PER INSERT	11 020 PER INSERT
QUARTER PAGE	9 670	9 300 PER INSERT	8 830 PER INSERT
STRIP	8 530	7 890 PER INSERT	7 190 PER INSERT
OUTSIDE FRONT COVER	49 540		
SPECIAL EDITIONS OFC (MINING/INDABA/ELECTRA/MINING ISSUES)	56 620		
GATEFOLD	44 820		
SPECIAL FOCUS COVER	37 740		
OUTSIDE BACK COVER	20 160	18 990 PER INSERT	18 390 PER INSERT
INSIDE FRONT COVER	19 220	17 800 PER INSERT	17 680 PER INSERT
INSIDE BACK COVER	18 870	17 680 PER INSERT	16 270 PER INSERT
PAGE 3 & 5 (incl 5% loading)	19 110	17 800 PER INSERT	16 900 PER INSERT
BELLYBAND (Additional printing cost for belly band applies)	27 120		
INSERTS	PRICE ON REQUEST		

SPONSORSHIP PACKAGES

PLATINUM SPONSOR: R38 000

- 3-PAGE PROFILE IN PRINT AND DIGITAL VERSIONS
- ONLINE PROFILE ON THE WEBSITE
- BANNER AD AND SUPPLIERS GUIDE ONLINE LISTING
- 1 EARMARK AD AND 1 STRIP AD INSIDE THE MAGAZINE

GOLD SPONSOR: R35 000

- 2-PAGE PROFILE IN PRINT AND DIGITAL VERSIONS
- ONLINE PROFILE ON THE WEBSITE
- BANNER AD AND SUPPLIERS GUIDE ONLINE LISTING
- 1 EARMARK AD AND 1 STRIP AD INSIDE THE MAGAZINE

SILVER SPONSOR: R20 000

- FULL PAGE ADVERT IN PRINT AND DIGITAL VERSIONS
- ONLINE PROFILE ON THE WEBSITE
- SUPPLIERS GUIDE ONLINE LISTING

SIZES (WIDTH/HEIGHT)

SIZES (WIDTH/HEIGHT)	TRIM	BLEED
FULL PAGE	210mm X 297mm	220mm X 307mm
HALF VERTICAL	96mm X 285mm	NO BLEED
HALF HORIZONTAL	196mm X 136mm	NO BLEED
THIRD VERTICAL	60mm X 285mm	NO BLEED
THIRD HORIZONTAL	196mm X 80mm	NO BLEED
QUARTER	95mm X 136mm	NO BLEED
STRIP (HORIZONTAL)	196mm X 65mm	NO BLEED
DOUBLE PAGE SPREAD	420mm X 297mm	430mm X 307mm
TRIANGLE	75mm X 75mm	80mm X 80mm

OUR PRINT AND DIGITAL OFFERINGS DELIVER:

- Extended reach locally and into Africa.
 - More value
 - More platforms
 - Hyperlinks
 - Video opportunity
 - Sharable content
- And highly competitive rates

- All advertising material to be supplied in a PDF format
- 300dpi resolution, CMYK, fonts embedded, trim/crop marks, 5mm bleed, no Pantone colours, maximum total ink 270%
- **Editorial word counts:**
 - 1 page: 450 - 500 words (2-4 images)
 - 2 page: 850 - 900 words (4-6 images)
 - 3 page: 1300 words (6-7 images)
 - Half page: 250 words (2 images)
 - Quarter page: 150 words (2 images)
 - Columns: 800 - 850 words (2 images)

PUBLISHER

SA MINING, A PROUD DIVISION OF ARENA HOLDINGS (PTY) LTD
Hill on Empire 16 Empire Road (cnr Hillside Road), Parktown, Johannesburg
Postal Address: PO Box 1746, Saxonwold, Johannesburg, 2132