

SA MINING

www.samining.co.za

READ WHAT REALLY GOES DOWN IN SADC

RATE CARD 2025

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 as 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, www.businesslive.co.za and www.businessmediamags.co.za/sa-mining



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Business Day Tv

Interviews/Panel discussions.
 Package options available.
 Click here to watch a BDTV interview

RATES ON REQUEST



© ISTOCK

TOTAL REACH
594 710

Print: **2 500**
 Digital: **195 750**

+
 Social Media
396 460

DIGITAL DISTRIBUTION

SA Mining e-zine is available on www.samining.co.za, www.businessmediamags.co.za and www.businesslive.co.za

STATS (DECEMBER 2023)

SA Mining social media reach
 Direct page views: **18 170 (SA Mining)**
 Unique views: **8 453 (SA Mining)**
 Engagement rate: **54,48%**
 Businessmediamags: **177 580 reach**
 Facebook: **386 788 reach**
 LinkedIn: **1 462 Followers (SA Mining)**
 Newsletter subscribers: **6 904**
 X: **1 306 Followers**

PressReader subscribers:

The SA Mining Ezine will be sent to all Business Day, Financial Mail and Sunday Times Business Times Subscribers - **over 25 000**

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

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ADVERTISING CONTACT

ILOKA MOOLMAN

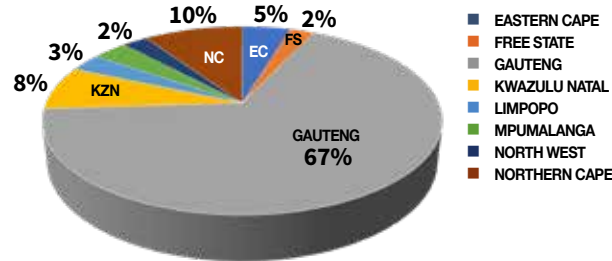
SALES EXECUTIVE

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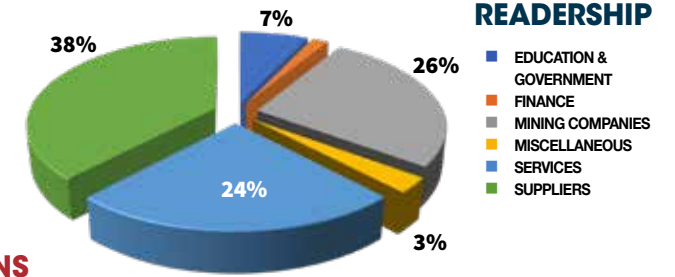
Cell: +27 82 346 3412

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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	29 880
3 PAGE PROFILE	33 970	32 500	31 960
FULL PAGE	18 620	16 980	15 860
HALF PAGE	13 030	12 520	11 700
THIRD PAGE	12 200	11 740	11 020
QUARTER PAGE	9 670	9 300	8 830
STRIP	8 530	7 890	7 190
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	18 390
INSIDE FRONT COVER	19 220	17 800	17 680
INSIDE BACK COVER	18 870	17 680	16 270
PAGE 3 & 5 (incl 5% loading)	19 110	17 800	16 900
SPECIAL EXECUTION (Earmark/Island/Strip (vertical or horizontal))	4 500		
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 ON THE CONTENTS PAGE AND 3 EARMARK ADS IN THE MAGAZINE
- 6 PRESS RELEASES (2 PER MONTH ON BMM)
- 2 BOOSTED SOCIAL MEDIA POSTS

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 ON THE CONTENTS PAGE AND 2 EARMARK ADS IN THE MAGAZINE
- 3 PRESS RELEASES (1 PER MONTH ON BMM)
- 1 BOOSTED SOCIAL MEDIA POST

SILVER SPONSOR: R20 000

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

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
EARMARK	105mm X 170mm (X 200mm)	115mm X 180mm

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

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