

wattnow

2021 ADVERTISING RATES

ABOUT US

The official monthly publication of the SAIEE, wattnow is the only magazine that is guaranteed to reach all the SAIEE members. Our average circulation is 13 254 copies is ABC audited and verified. With ± 3.2 readers per copy, this makes a total readership of ±44 000 engineers monthly. Our advertising rates are attractive and competitive. What's more, your advertising is presented in the official publication of the SAIEE, which has a 110-year history of serving the profession. Indeed, when it comes to engineering, no one understands the industry better than the SAIEE. Contact us to customise a specific proposal to meet your sales and marketing objectives.

CHOOSE YOUR ADVERTISING PREFERENCE

FULL PAGE

ONCE OFF PLACEMENT
R18 630

2 - 5 PLACEMENTS
R17 080

TRIM SIZE
210 X 275 mm

BLEED SIZE
220 X 285 mm

TYPE AREA
190 X 255 mm

BOOK NOW

HALF PAGE

ONCE OFF PLACEMENT
R12 410

2 - 5 PLACEMENTS
R11 620

TRIM SIZE
HORIZONTAL 210 X 137.5 mm
vertical 105 x 275mm

BLEED SIZE
horizontal - 220 X 147.5 mm
vertical - 115 x 285 mm

TYPE AREA
horizontal - 190 X 127.5 mm
vertical - 85 x 265 mm

BOOK NOW

THIRD PAGE

ONCE OFF PLACEMENT
R10 842

2 - 5 PLACEMENTS
R10 060

TRIM SIZE
HORIZONTAL - 210 X 92 mm
VERTICAL - 70 X 275 mm

BLEED SIZE
HORIZONTAL - 220 X 97 mm
VERTICAL - 80 X 285 mm

TYPE AREA
HORIZONTAL - 190 X 82 mm
VERTICAL - 65 x 265 mm

BOOK NOW

QUARTER PAGE

ONCE OFF PLACEMENT
R9 290

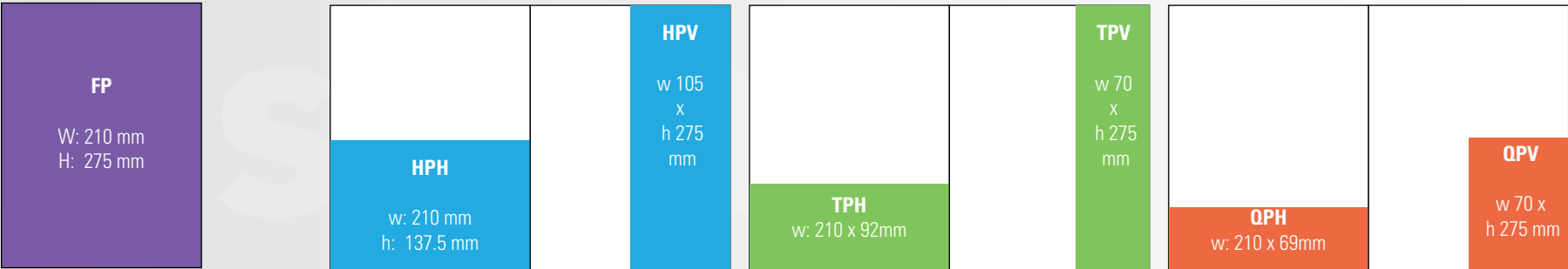
2 - 5 PLACEMENTS
R8 510

TRIM SIZE
HORIZONTAL - 210 X 69 mm
VERTICAL - 105 X 137.5 mm

BLEED SIZE
HORIZONTAL - 220 X 79 mm
VERTICAL - 115 X 147.5 mm

TYPE AREA
HORIZONTAL - 190 X 49 mm
VERTICAL - 85 X 117.5 mm

BOOK NOW



2021

WEBSITE ADVERTISING RATES

Description	Size (width x height)	Casual Placement	2-5 Placements
Leader Board (Rotating banner)	870 pixels x 250 pixels	R3652*	R3175*
Horizontal Strip	860 pixels x 115 pixels	R3250*	R2680*

*13 734 Average Unique Website Visitors - (Sept - Nov 2019)

NEWSLETTER

± 11 000 reach

Description	Size (width x height)	Casual Placement	2-5 Placements
Ad Spot 1 - Horizontal	800 pixels x 250 pixels	R4 650	R4 220
Ad Spot 1 - Vertical	400 pixels x 250 pixels	R4 650	R4 220
Ad Spot 2 - Horizontal	800 pixels x 125 pixels	R3 020	R2 770
Ad Spot 2 - Vertical	400 pixels x 125 pixels	R3 020	R2 770
Ad Spot 3 - Horizontal	800 pixels x 83 pixels	R2 070	R1 900
Ad Spot 3 - Vertical	400 pixels x 85 pixels	R2 070	R1 900

*Rates are per placement and excludes VAT

IMPORTANT

- All files to be supplied in PDF format.
- All fonts to be embedded.
- PDF should be supplied in press-optimised format - colours to be converted to CMYK.
- 5mm Bleed should be applied equally on all sides.

BOOK YOUR SPACE NOW!
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