



SAIMM
THE SOUTHERN AFRICAN INSTITUTE
OF MINING AND METALLURGY



2026 Advertising RATE CARD

SAIMM 2026 MARKETING OPPORTUNITIES

The Southern African Institute of Mining and Metallurgy (SAIMM) provides a trusted platform for organisations looking to reach decision-makers, thought-leaders and industry influencers across the minerals sector. With a respected scientific Journal, a high-traffic website, targeted monthly mailers, and a robust calendar of technical events, the SAIMM offers unmatched opportunities to elevate your brand within the mining community.

Integrate SAIMM into your marketing strategy to grow awareness, strengthen authority, and demonstrate your commitment to supporting the industry's technical excellence.

Our media ecosystem is intentionally differentiated from commercial mining publications. The SAIMM Journal is an accredited, peer-reviewed scientific publication — a source of credible, high-value content relied upon by professionals, researchers, and students across the region. Combined with our digital platforms and technical conferences, it offers a cohesive, omni-channel environment designed to maximise visibility and engagement.

Whether your objective is broad brand awareness or targeted technical communication, SAIMM offers a suite of innovative advertising opportunities, company profiles, and sponsored content options that align your messaging with a respected industry voice.

AUDIENCE REACH AND ENGAGEMENT

Website viewing

- 24/7 access for readers and members
- Home page banner click-throughs average between 254 and 590 per month
- Four tailored digital advertising platforms (website, Journal, mailer, conferences and events)

Journal

- Highly regarded scientific publications
- Accredited, peer-reviewed papers
- Distributed monthly in print-quality digital and online formats
- Our digital distribution allows for extended circulation and pass-on PDFs and links beyond geographical boundaries and member only reach

Digital editions and mailers

- 12 digital Journal editions per annum
- 12 targeted monthly mailers

Conferences and events

- 4-6 well-attended technical conferences and events annually

Social media

- Active engagement with members and followers

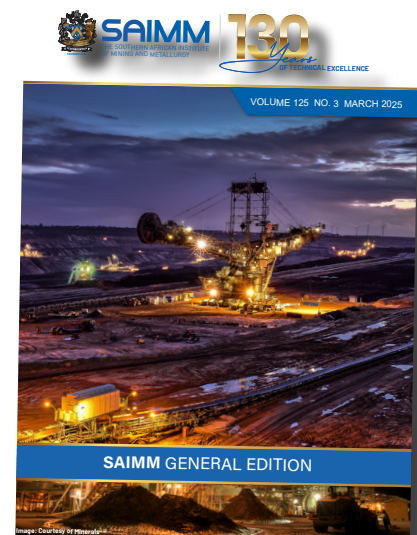
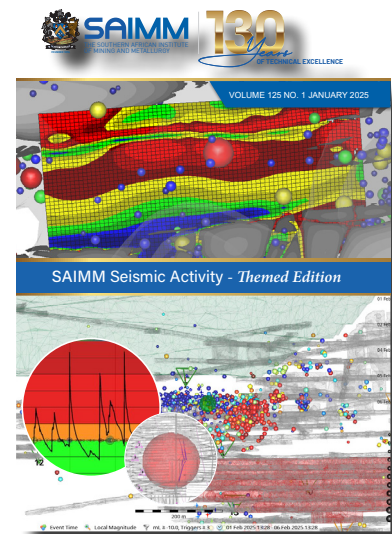
International alliances

Partnership with:

Australasian Institute of Mining & Metallurgy (AusIMM),
Canadian Institute of Mining, Metallurgy & Petroleum (CIM),
Institute of Materials, Minerals & Mining (IOM3),
Instituto de Ingenieros de Minas del Perú (IIMP),
Society for Mining, Metallurgy & Exploration Inc. (SME)
West African Institute of Mining, Metallurgy and Petroleum (WAIMM)

Advertising packages

- Cost efficient advertising rate packages and unique cross media solutions are available



Contact

Advertising bookings

Barbara Spence – Avenue Advertising
PO Box 71308, Bryanston, 2021
Tel: 011 463 7940 • Cell: 082 881 3454
Email: barbara@avenue.co.za • Website: <http://www.avenue.co.za>

General SAIMM enquiries

Sam Moolla • Email: sam@saimm.co.za

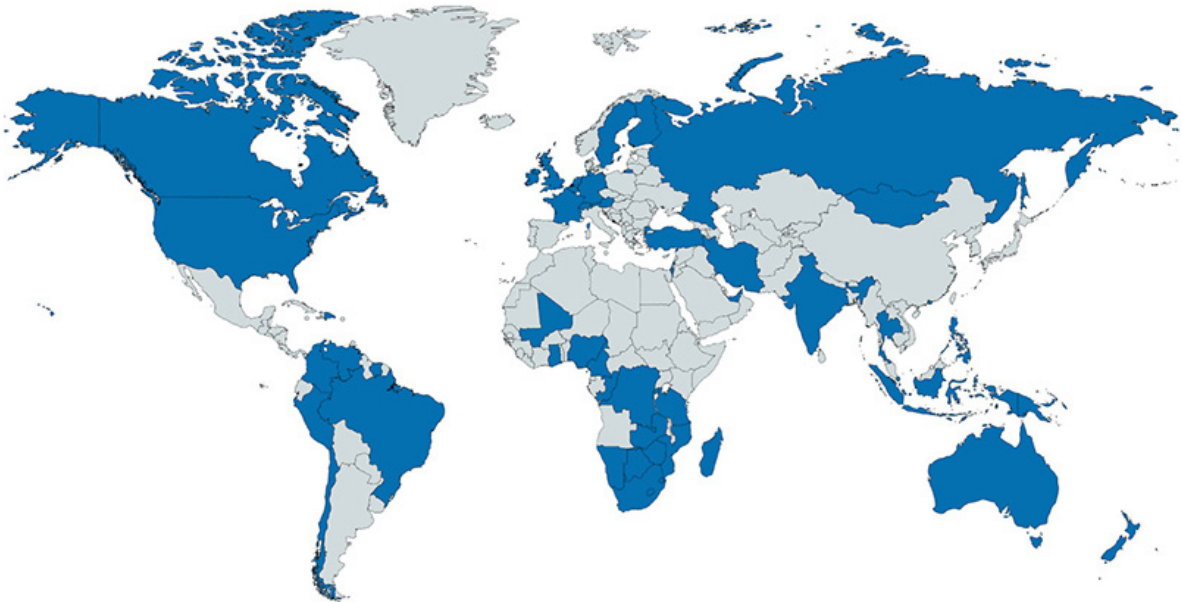


Distribution information
ABC Accredited



Distribution overview

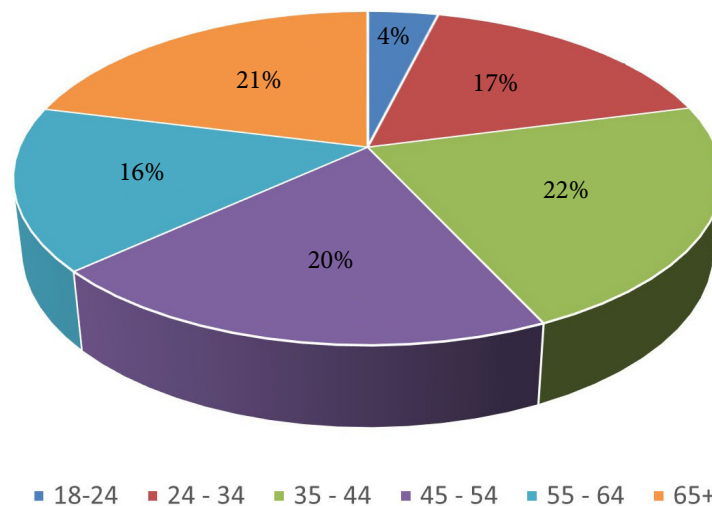
SAIMM maintains ABC-accredited distribution



TOP 10 COUNTRIES

South Africa	2190
Zimbabwe	174
Australia	71
United Kingdom	45
Namibia	43
Zambia	34
Canada	29
United States	27
Germany	11
International	1

AGE ANALYSIS



Journal advertising rates (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.	R39 718	R38 210	-
Inside back cover	R34 396	R33 145	R31 892
Outside back cover	R27 536	R26 590	R25 642
Double page spread*	R37 518	R36 899	R36 270
Full page	R20 637	R20 011	R19 387
Half page	R16 338	R15 712	R15 083
Third page	R12 896	R12 268	R11 649
Quarter page horizontal	R12 038	R11 412	R10 787

Special colours, positions and contracts will be priced on application

Mechanical Data

All advertising material must be supplied as press-optimised PDFs with CMYK colour conversion. Artwork must be prepared using professional design software such as Quark, InDesign, Freehand, and Illustrator before converting to PDF. Bleed advertisements must include a 5 mm bleed beyond trim size. Non-bleed ads must fit within the designated area type. Screen ruling 133 mm.

Although distributed digitally, the SAIMM Journal is still produced to high-resolution, print quality specifications.

NOTE: Material created in MS Word and PowerPoint is not acceptable

2026 Online placement and Journal mailer rates

The SAIMM website offers Super Towers, Leaderboards, Skyscrapers, Buttons, and more, with tiered pricing for multi-insertion campaigns. The monthly Journal mailer offers high-visibility Rectangle Banners with competitive rates.

WEBSITE HOME PAGE

Advert Size	Casual Insertion	2-5 Insertions	6-10 Insertions	12+ Insertions
Super Tower	R7 616	R7 265	R6 856	R6 564
Super Button	R6 496	R6 170	R5 847	R5 599
Leaderboard	R6 827	R6 398	R6 147	R5 847
Skyscraper	R6 015	R5 715	R5 587	R5 154
Vertical Banner	R5 183	R5 108	R4 843	R4 602
Button	R4 471	R4 249	R4 004	R3 833

WEBSITE ARTICLE PAGE

Advert Size	Casual Insertion	2-5 Insertions	6-10 Insertions	12+ Insertions
Super Tower	R6 428	R6 106	R5 782	R5 528
Super Button	R5 306	R5 042	R4 778	R4 564
Leaderboard	R5 460	R5 179	R4 916	R4 676
Skyscraper	R4 810	R4 571	R4 337	R4 122
Vertical Banner	R4 142	R4 085	R3 876	R3 681
Button	R3 580	R3 399	R3 226	R3 067

2026 Monthly Journal Mailer Rates

Advert Size	Casual Insertion	2-5 Insertions	6-10 Insertions	12+ Insertions
Rectangle Banner	R5 720	R5 434	R5 146	R4 920

All rates quoted are per insertion and are excluding VAT

2026 FEATURES

- January 2026 – General Edition
- February 2026 – PGM Edition
- March 2026 – General Edition
- April 2026 – AI Themed Edition
- May 2026 – General Edition
- June 2026 – Geometallurgy
- July 2026 – TBC
- August 2026 – TBC
- September 2026 – Presidential Address and General papers
- October 2026 – TBC
- November 2026 – TBC
- December 2026 – TBC

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)

Rectangle Banner Journal Mailer 1240 pixels x 510 pixels

Article Page Banner Specs

Super Tower, 190 pixels (w) x 250 pixels (h)

Super Button, 190 pixels (w) x 100 pixels (h)

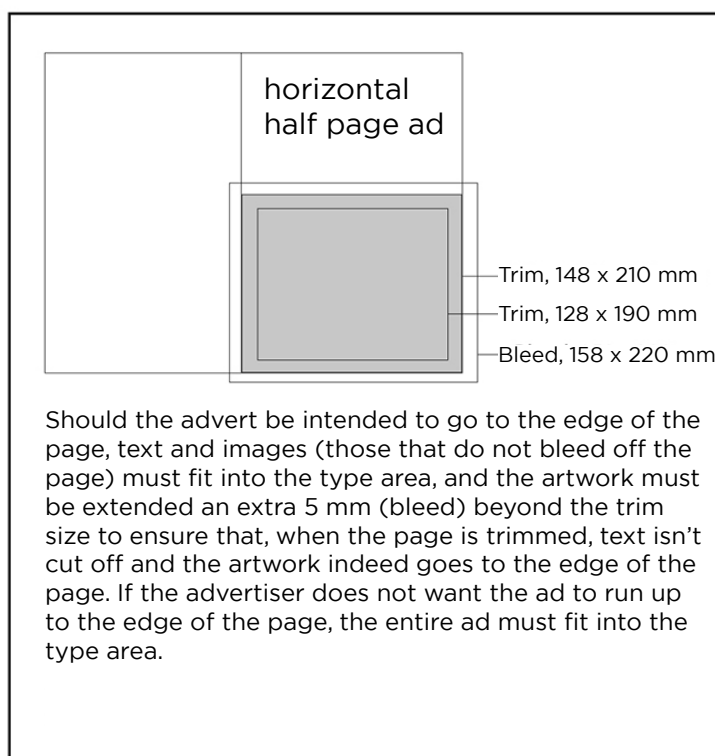
Leader Board, 810 pixels (w) x 135 pixels (h)

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)

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



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

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.

WE CONVENE, we provide a sound platform for collaborative networking.

WE ENGAGE, we broaden our members' networks through engagement forums with technical peers.

WE INFORM, we keep our members informed of technological and sustainability issues and developments by making relevant information available.

WE EDUCATE, we offer accredited continuing professional development (CPD) and education programmes targeted at our members' commodity and geographic contexts.



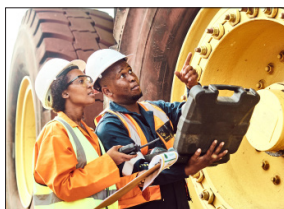
Personal Development

- Education and knowledge sharing opportunities with industry leaders
- Participation in an active Mentorship Programme is encouraged
- Provides a code of ethics and values for industry professionals
- Participation in technical excursions and social events creates opportunity for professional interaction
- Fellow and Member grades can apply to be deemed Competent Persons
- Medals awarded annually for qualifying papers published in the SAIMM Journal.



Events and Networking

- A structured programme of conferences, workshops, colloquia, schools, and courses at competitive prices
- Free access to any Branch events, and all SAIMM webinars
- An active podcast programme
- Members are eligible for one free conference following attendance of 5 SAIMM conferences over a 3 year period (excluding the Citation conference)
- 1-year free Conference Associate membership to any non-member attending paid SAIMM events
- Networking and skills development opportunities.



Technical Resources

- A highly rated monthly scientific and technical journal
- SAIMM membership have access to OneMine.org that holds over 2 million papers
- Free access to webinar recordings on the MYMEMBERSHIP platform
- Members receive discounts on books published by SAIMM
- Free access to limited services from the Technical Library as well as a discounted rate for others. This includes in-depth research, book loans and inter-library loans.
- Access to SAIMM The Crucible Podcast, hosted by industry experts. Accessible on: SAIMM website: <https://bit.ly/48Hqw8y>



Special Interest Groups

- Diversity and Inclusion
- Young Professionals Council
- Environmental, Social, Governance, Sustainability
- South African National Council on Tunnelling
- Tailings Working Group.



Professional Affiliation

- Enables members to establish legitimacy and credibility in the Minerals Industry
- SAIMM is a Voluntary Association of ECSA and SACNASP and members may apply for CPD points
- The provision of an enforceable code of ethics enables members registration as a Competent Person
- Membership is open to industry professionals across associated disciplines other than Mining and Metallurgy.

Photos: Courtesy of Minerals Council

SAIMM is the platform to facilitate this collaboration. Join us.

For all general enquiries, please contact Sam Moolla, who heads up the team.

E-mail: sam@saimm.co.za