



2024 MARKETING OPPORTUNITIES PROFILE

SAICE is the largest voluntary association in South Africa serving 15 500 members and is your one-stop shop for reaching a quantity and quality of audience that should interest you.

As the industry body for civil engineering professionals in South Africa, SAICE should be your preferred partner for growth, improved market share and sustainable business.



11
monthly
digital
editions

23
email
newsletters

24/7
website
viewing

6
industry
acclaimed
events

Omni channel integration – use all the media paths to persuasion and purchase

SAICE marketing options for 2024 include:

- The award-winning, monthly, digital Civil Engineering magazine
 - Website banner ads (www.saice.org.za)
 - Twice-monthly newsletter
 - Webinar and event sponsorships
- with package deals, volume discounts and innovative options to fit your needs and marketing goals.

FACTS – Our form follows function!

- Largest voluntary association
- One of the highest ABC circulations in the sector
- Best rates in the business
- Most influential qualified civil engineers and decision makers
- 120-year solid track record
- Magazine quiz guarantees readers check out your advert and visit your website



It's all about our Association

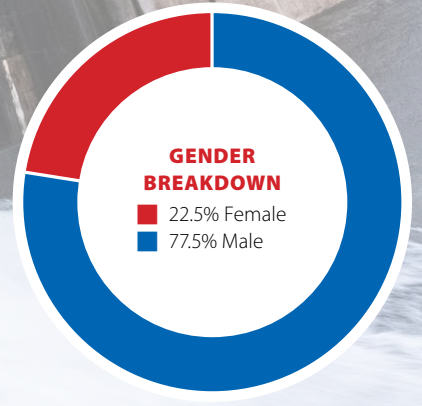
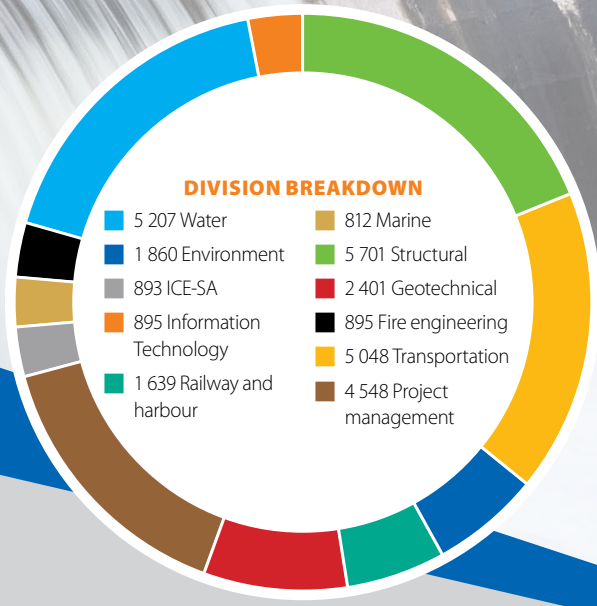
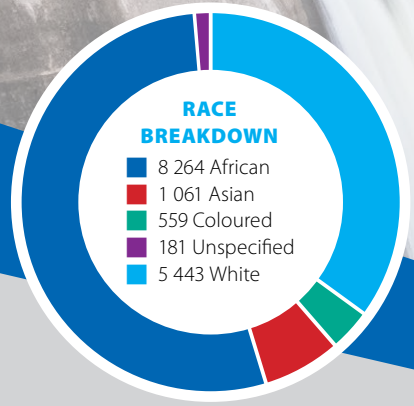
Using our audience, we work in partnership with you to get you:

- The notice you want
- The awareness that makes a difference
- The attention you deserve
- The recall and response that fully justifies your ROI

Align your brand and your business with the highly respected and well-recognised SAICE – a positive association that works!



Get to know our audience



Civil Engineering

Civil Engineering is SAICE's official magazine, catering to the entire civils sector and covering all major civil engineering sub-disciplines. The monthly digital magazine is distributed to SAICE's approximately 15 500 members, making it one of the most widely distributed magazines in its sector.

2024 Features List		Editorial Deadline	Ad Booking Deadline	Ad Material Deadline
January/February	Water engineering International news/projects Information technology SAICE 2024 President's profile and Presidential Address	8 Jan	17 Jan	24 Jan
March	Structural Engineering	29 Jan	14 Feb	21 Feb
April	Geotechnical Engineering	26 Feb	20 Mar	27 Mar
May	Transport engineering Railway, harbour, coastal and marine engineering	2 Apr	17 Apr	24 Apr
June	Water Engineering	29 Apr	15 May	22 May
July	Construction Project management	3 June	19 June	26 June
August	Environmental engineering Mining Renewable energy Fire engineering	1 July	17 July	24 July
September	Transport engineering including traffic and airport engineering	29 July	14 Aug	21 Aug
October	Urban / rural / municipal engineering Infrastructure delivery / maintenance	2 Sept	18 Sept	25 Sept
November	2024 SAICE Awards (finalists and winners)	30 Sept	16 Oct	23 Oct
December	Geotechnical engineering Standards and codes	28 Oct	13 Nov	20 Nov

ADVERTISEMENT DIMENSIONS			
	Ad size	Width and height (mm)	
	Double page spread	trim	420 x 297
		type	400 x 277
		bleed	430 x 307
		gutter	20
	Full page	trim	210 x 297
		type	190 x 277
		bleed	220 x 307
	Half page horizontal	trim	210 x 148
		type	190 x 128
		bleed	220 x 158
	Half page vertical	trim	105 x 297
		type	85 x 277
		bleed	115 x 307
	Third page horizontal	trim	210 x 99
		type	190 x 79
		bleed	220 x 109
	Third page vertical	trim	70 x 297
		type	50 x 277
		bleed	80 x 307
	Quarter page horizontal	trim	210 x 74
		type	190 x 54
		bleed	220 x 84
	Quarter page vertical	trim	105 x 148
		type	85 x 128
		bleed	115 x 158

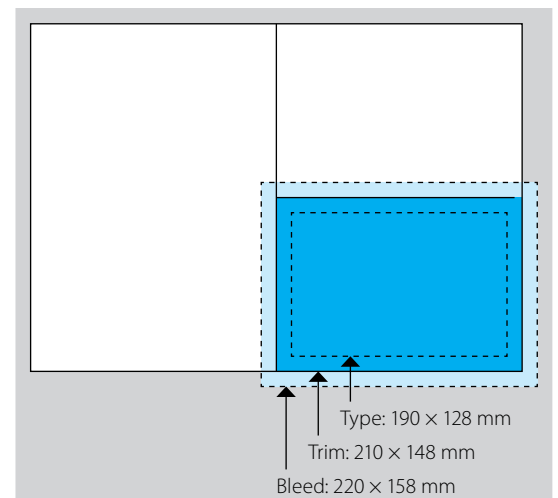
Use innovative options to drive your message effectively. Ask us about:

- Company profiles
- Corporate supplements
- Sponsored content marketing
- Page/section sponsorships

CIVIL ENGINEERING 2024 RATES

Rates	Casual	2-5 Inserts	6-10 Inserts	11+ Inserts
Front cover	R46 272			
Inside front cover	R26 319	R25 762	R24 627	R23 794
Inside back cover	R26 136	R25 062	R24 179	R23 258
Outside back cover	R29 386	R29 129	R26 770	R25 948
DPS	R41 317	R38 998	R36 025	R32 720
Full page	R24 790	R23 467	R21 486	R18 167
Half page	R17 180	R16 360	R14 874	R13 550
Third page	R15 202	R14 510	R13 751	R12 992
Quarter page	R13 549	R13 054	R12 229	R12 194
Constructive Conversations	R42 110			
Full page company profile	R25 776			
DPS company profile	R39 437			

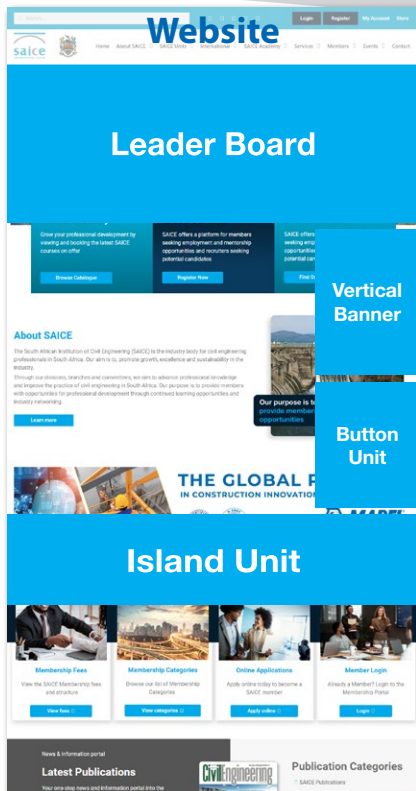
All prices quoted are per insertion and are excluding VAT



Should the ad be intended to go to the edge of the page, text, logos and images (those that do not bleed off the page) must fit into the type area, and the artwork must be extended an extra 5 mm (bleed) beyond the trim size to ensure that, when the page is trimmed, text is not cut off and the artwork indeed goes to the edge of the page. If the advertiser does not want the ad to run up to the edge of the page, the entire ad must fit into the type area.

SAICE online options

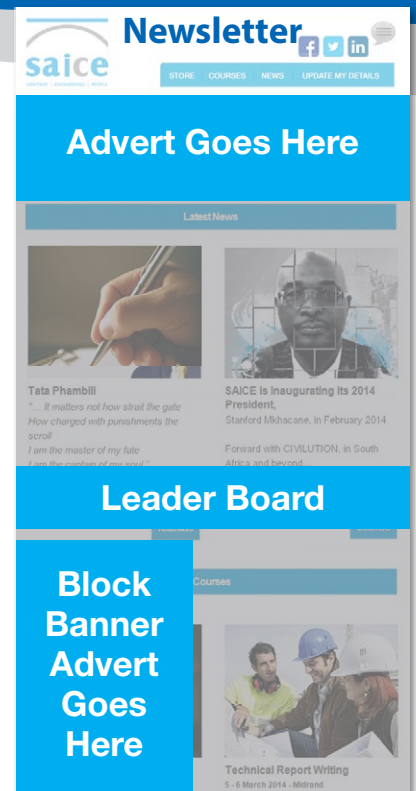
SAICE website & SAICE newsletter



WEBSITE BANNER SPECIFICATIONS	
Ad size	Width and height (pixels)
Leaderboard on index page	W: 1162 x H: 172 pixels
Leaderboard on article page	W: 825 x H: 220 pixels
Island unit	W: 728 x H: 90 pixels
Vertical banner	W: 265 x H: 300 pixels
Button unit	W: 265 x H: 175 pixels

THE DIGITAL ADVANTAGE

The magazine can accommodate embedded videos as well as links to videos, podcasts, QR codes and other interactive channels to effectively drive engagement.



SAICE WEBSITE RATES 2024			
	Casual Rate	2-5 Inserts	6+ Inserts
Index (Home) Page			
Leaderboard	R13 131	R12 632	R11 704
Island unit	R7 523	R7 059	R6 131
Article Pages			
Leaderboard	R6 937	R6 376	R5 812
Island unit	R3 939	R3 376	R2 814
Vertical banner	R3 336	R2 747	R2 158
Button unit	R2 944	R2 357	R1 768
Horizontal strip	R1 900	R1 703	R1 505
Recruitment Options			
Text advert on "Find a Job" page	R3 330	R2 805	R2 278

NEWSLETTER BANNER SPECIFICATIONS	
Ad size	Width and height (pixels)
Main leaderboard	W: 600 x H: 100 pixels
Leaderboard banner 2	W: 600 x H: 100 pixels
Block banner advert	W: 300 x H: 450 pixels

SAICE NEWSLETTER RATES 2023		
	Casual Rate	Multiple Inserts
Main leaderboard	R8 643	R7 777
Leaderboard banner 2	R5 110	R4 717
Block banner advert + text	R5 752	R4 830

* All rates quoted are per insertion and excluding VAT.

[Click here for terms & conditions](#)



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