



2022 MARKETING OPPORTUNITIES PROFILE

SAICE is the largest voluntary association in South Africa serving 15 000 members and is your one-stop shop for reaching a quantity and quality of audience that should interest you.

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

SAICE marketing options for 2022 include:

- An award-winning, monthly, digital Civil Engineering magazine
- www.saice.org.za banner ads
- Twice monthly SNN newsletter
- Webinar and event sponsorships

With package deals, volume discounts and innovative options to fit your needs and marketing goals.

We work in partnership with you to get you:

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







It's all about our Association

Marketing success is largely a numbers game

And SAICE has the numbers!



15 468 SAICE members	7 000 newsletter clicks
10 specialist divisions	ONLY 44 unsubscribes
19 branches across the country	24/7 website viewing
2 international alliances	196 392 2021 website visitors
3 publications	11 monthly digital issues of Civil Engineering
26 email newsletters	14 909 ABC accredited circulation (Q3 2021) for Civil Engineering
76 000 newsletter opens per month	Less than 0.2% bounce rate on magazine distribution
256 000 successful email deliveries	7 industry acclaimed events
 13 057	 4342
 10 055	 1482

FACTS – Our form follows function

1. Largest voluntary association
2. Highest ABC circulation in the sector
3. Best rates in the business
4. Most influential qualified civil engineers and decision makers
5. 100-year solid track record
6. Magazine quiz guarantees readers check out your advert and visit your website



SAICE & PROFESSIONAL NEWS

Building bridges to success

The final SAICE Annual Bridge Building Competition was held at the Glen Gaird Hotel in Glenageary on 21 August 2021 and saw the construction of bridges able to carry unopposed heavy weights.

THE RESULTS

The bridge building competition was held at the Glen Gaird Hotel in Glenageary on 21 August 2021. The competition was held in conjunction with the SAICE Annual Dinner and was a great success. The winning team was the 'The Bridge Builders' team, who built a bridge that was able to carry a load of 10,000kg.

THE PRIZES

The winning team was awarded a trophy and a certificate. The runners-up were also awarded a certificate. The prizes were presented by the SAICE President, Mr. John O'Connell.

FROM THE PRESIDENT'S DESK

Moving towards a more gender-inclusive work environment

As I begin my second term as President of SAICE, I am reflecting on the challenges and opportunities that lie ahead. One of the key areas of focus for my second term is the promotion of a more gender-inclusive work environment. It is my belief that a more inclusive work environment is essential for the success of our industry and for the well-being of our members.

THE CHALLENGE

The challenge is to create a work environment where all members, regardless of gender, are able to contribute their skills and talents to the fullest. This requires a change in the way we think and work. It requires us to challenge our own assumptions and to embrace diversity as a strength.

THE SOLUTION

The solution is to create a work environment where all members are treated equally and where diversity is valued. This requires us to implement policies and procedures that promote equality and to provide training and support to all members.

ON THE COVER

Solid foundations for Northam Booyssendal Mine's RopeCon project

The Northam Booyssendal Mine is a major project in the mining industry. The project involves the construction of a new rope conveyor system. The project is being managed by the SAICE RopeCon project team. The project is a major challenge for the industry and for the SAICE RopeCon project team.

THE CHALLENGE

The challenge is to ensure that the project is completed on time and within budget. This requires a high level of coordination and communication between all parties involved in the project.

THE SOLUTION

The solution is to implement a robust project management system. This system will ensure that all tasks are completed on time and within budget. The system will also ensure that all parties involved in the project are kept up-to-date on the progress of the project.



Omni channel integration –

Use all the media paths to persuasion and purchase

saice	2022 Features List	Editorial Deadline	Ad Booking Deadline	Ad Material Deadline
Jan/Feb	International News/Projects ICE-SA Division Information Technology SAICE 2022 President's Profile SAICE 2022 Presidential Address	3 Jan	19 Jan	26 Jan
March	Structural Engineering	24 Jan	9 Feb	16 Feb
April	Geotechnical Engineering	21 Feb	9 Mar	16 Mar
May	Railway, Harbour, Coastal and Marine Engineering	22 Mar	6 Apr	13 Apr
June	Water Engineering	19 Apr	11 May	18 May
July	Construction Project Management	23 May	8 June	15 June
August	Environmental Engineering, Mining, Renewable Energy, Fire Engineering	20 June	6 July	13 July
September	Transport Engineering including Traffic and Airport Engineering	25 July	10 Aug	17 Aug
October	Urban / Rural / Municipal Engineering Infrastructure Delivery / Maintenance	22 Aug	07 Sep	14 Sep
November	Industry Overview, Tertiary Institutions, SAICE Built Environment Network, Standards, Codes, Special Features	26 Sept	12 Oct	17 Aug
December	SAICE 2021/22 Awards (Finalists and winners)	24 Oct	9 Nov	16 Nov

Advertisement Dimensions			
	AD SIZE	WIDTH AND HEIGHT (MM)	
	Double page spread	Trim	420 × 297
		Type	400 × 277
		Bleed	430 × 307
		Gutter	20
	Full page	Trim	210 × 297
		Type	190 × 277
		Bleed	220 × 307
	Half page horizontal	Trim	210 × 148
		Type	190 × 128
		Bleed	220 × 158
	Half page vertical	Trim	105 × 297
		Type	85 × 277
		Bleed	115 × 307
	Third page horizontal	Trim	210 × 99
		Type	190 × 79
		Bleed	220 × 109
	Third page vertical	Trim	70 × 297
		Type	50 × 277
		Bleed	80 × 307
	Quarter page horizontal	Trim	210 × 74
		Type	190 × 54
		Bleed	220 × 84
	Quarter page vertical	Trim	105 × 148
		Type	85 × 128
		Bleed	115 × 158

CIVIL ENGINEERING 2022 RATES

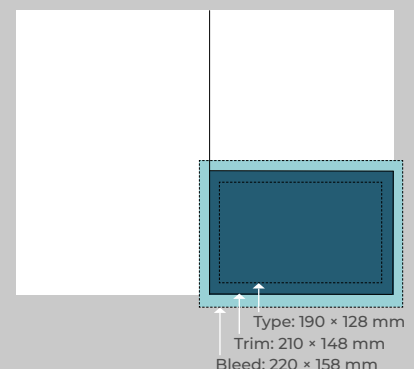
RATES	CASUAL	2-5 INSERTS	6-10 INSERTS	11+ INSERTS
Front Cover	R42 781			
Inside Front Cover	R24 334	R23 818	R22 769	R21 999
Inside Back Cover	R24 164	R23 171	R22 355	R21 503
Outside Back Cover	R27 196	R26 932	R24 750	R23 990
DPS	R38 200	R36 056	R33 307	R30 252
Full Page	R22 920	R21 696	R19 865	R16 796
Half Page	R15 884	R15 126	R13 752	R12 528
Third Page	R14 055	R13 415	R12 713	R11 951
Quarter Page	R12 527	R12 069	R11 307	R11 274
Belly Band	R32 848			
Loose Inserts	R15 279			
Full Page Company Profile	R23 832			
DPS Company Profile	R36 462			

Use innovative options to drive your message effectively.

Ask us about:

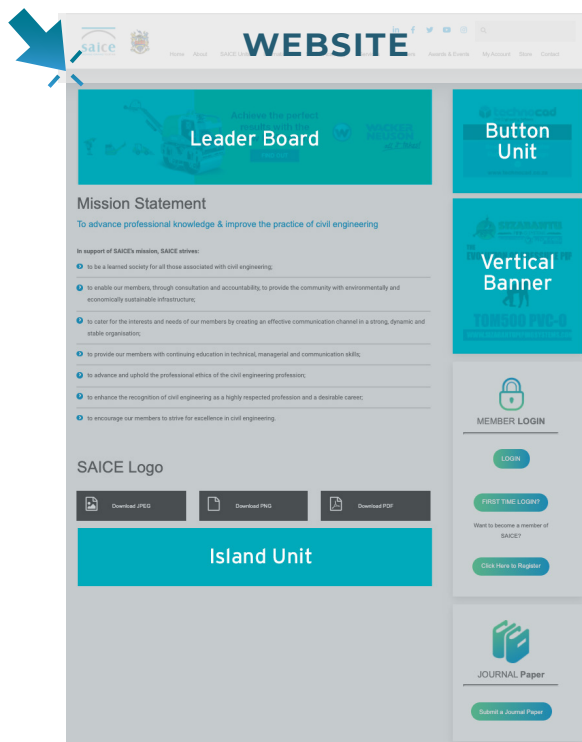
- Company profiles
- Corporate supplements
- Sponsored content marketing
- Page/section sponsorships

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 & newsletter



SAICE WEBSITE - MONTHLY ONLINE RATES 2022

	CASUAL RATE	2-5 INSERTS	6+ INSERTS
INDEX (HOME) PAGE			
Leader Board	R10 825	R10 440	R9 673
Island Unit	R6 217	R5 834	R22 355
ARTICLE PAGES			
Leader Board	R5 733	R5 269	R4 804
Island Unit	R3 255	R2 790	R2 325
Vertical Banner	R2 757	R2 270	R1 784
Button Unit	R2 433	R1 948	R1 461
Horizontal Strip	R1 570	R1 407	R1 244
RECRUITMENT OPTIONS			
Text Advert on "Find a Job Page"	R2 752	R2 318	R1 883

WEBSITE BANNER SPECIFICATIONS

AD SIZE	WIDTH AND HEIGHT (PIXELS)
Leader Board on Index Page	W: 1162 x H: 172 pixels
Leader Board 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

SAICE NEWSLETTER RATES 2022

DISTRIBUTED TWICE A MONTH	CASUAL RATE	2-5 INSERTS
SAICE Newsletter - Main Leader Board	R7 143	R6 427
Leader Board Banner 2	R4 223	R3 898
Block Banner Advert + Text	R4 483	R4 754

NEWSLETTER BANNER SPECIFICATIONS

AD SIZE	WIDTH AND HEIGHT (PIXELS)
SAICE Newsletter	W: 600 x H: 100 pixels
Leader Board Banner 2	W: 600 x H: 100 pixels
Block Banner Advert	W: 300 x H: 450 pixels

SAICE reserves the right to decline or suspend any advertisement for any reason whatsoever in its sole discretion, without liability or penalty to SAICE



CONTACT DETAILS:

Editor: Civil Engineering

Danielle Petterson

Tel: 011 805 5947
Cell: 083 226 5614
Email: danielle@saice.org.za

Advertising agent: Avenue Advertising

Barbara Spence

Tel: 011 463 7940
Cell: 082 881 3454
Email: barbara@avenue.co.za

