

# SCIENCE FOR SOUTH AFRICA Quest



## PRINT ADVERTISING RATES | 2024



*Published by the Academy of Science of South Africa*

**QUEST: Science for South Africa is a full-colour, quarterly, popular science magazine published by the Academy of Science of South Africa (ASSAf), supported by the Department of Science and Innovation (DSI), and endorsed by the Department of Basic Education (DBE).**

ASSAf is the national science academy, recognised by parliamentary statute, Act 67 of 2001, and internationally is a member of the international science academies' organisation, the InterAcademy Panel, and of the Network of African Science Academies. With more than 680 elected Members drawn from all scientific disciplines, it performs independent studies on important science-based topics, publicly advising the nation and its government. Its vision is to be the apex organisation for scholarship in the country that serves society through multidisciplinary, authoritative, and independent action.

The Members of ASSAf are from senior leadership positions, elected on the double criteria of excellence in their fields of scholarship, as well as service to the nation. They are drawn from the country's higher education institutions (including vice-chancellors, deputy vice-chancellors, deans, and research directors) and science councils (including presidents, vice-presidents, and directors of national facilities in these organisations).

A smaller number occupies key positions in government departments and big corporations. QUEST, the target audience is the youth in and out of school and the general public. It is totally dedicated to presenting South Africa's scientific achievements and ongoing research. More than half of the South African population is under 23 years of age and just under two-thirds under 35 with a strong interest in science and mathematics, these learners are destined to become key thought leaders and influential opinion-formers.

QUEST is also distributed through the science engagement events of the South African Agency for Science and Technology Advancement (SAASTA), the Department of Science and Innovation (DSI), and the Department of Basic Education (DBE), in support of projects and initiatives that target the youth, science educators, and scientists (e.g. SciFest Africa; Olympiads; National Science Week, Sasol TechnoX, Universities career fairs, Conferences, Engineering and Technology Week; Women-in-Science Awards).

QUEST collaborates with several projects and initiatives including the NSTF Brilliants Programme, the Eskom Young Scientist Awards, Eding International Science Festival event, Science Tube, National Science Olympiads, National Science Week, FameLab and science Centres.

## ADVERTISEMENT BOOKINGS 2024

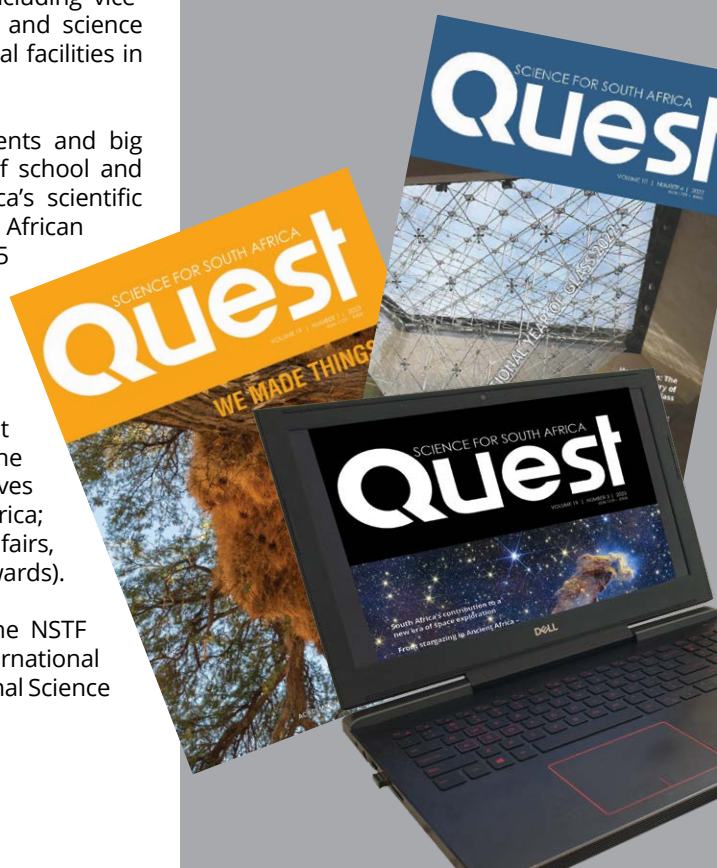
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Fanie van Rooyen

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## 13000 COPIES ARE PRINTED QUARTERLY AND SENT BY POST TO:

- 1928 schools in nine provinces that offer mathematics and physical science.
- 224 public libraries nationally.
- 26 public universities.
- 56 university libraries.
- 234 subscribers.
- 33 science centres

## COPIES ARE FURTHER DISTRIBUTED AT CAREER EXPOS IN:

- Eastern Cape
- Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Mpumalanga
- Northern Cape
- Western Cape

## THEMES

### VOL 20.1: | QUARTER 1 Opening AI



- With OpenAI's ChatGPT the era of AI has arrived, but what is actually possible - and what is not yet possible?
- How can AI actually practically help you today?
- South Africa's contribution to the AI conversation
- AI and humanoid robotics
- Self-driving and its outflows etc.

### VOL 20.2: | QUARTER 2 Gene editing 2.0 / Entering the First Biological Revolution



- Gene editing techniques like CRISPR/Cas9 will "change everything forever" since we can for the first time alter the entire biosphere. The implications are massive.
- Genetic diseases are already being cured, and recently it was demonstrated that it is possible to alter an organism's microbiome as well.
- Ethical concerns of human gene editing?
- South Africa's contribution.

### VOL 20.3: | QUARTER 3 Climate changers



- Focusing not (only) on the problem of climate change, but on the latest innovative solutions: advanced, cheaper and efficient solar, wind, biogas, de-carbonisation, advanced modelling and warning systems. Out of the box ideas etc.
- But also, current evidence of global warming (extreme weather events etc.).
- SA research latest.

### VOL 20.4: | QUARTER 4 Med + Tech



- The medical industry is often where technology is most cutting edge.
- What are the latest breakthroughs in health tech, vaccines, therapies, interventions?
- Anti-aging technology is gaining a lot of ground (funded by billionaires)
- Africa's health challenges (and tech solutions) etc.

## USERS PER COUNTRY

Country	Users	% Users
1.  South Africa	770	56.87%
2.  United States	173	12.78%
3.  France	41	3.03%
4.  Germany	37	2.73%
5.  United Kingdom	35	2.58%
6.  Philippines	26	1.92%
7.  Netherlands	23	1.70%
8.  India	22	1.62%
9.  China	19	1.40%
10.  Finland	18	1.33%



## AD SIZE DIMENSIONS MM

Ad size	Dimension in mm
DPS	Trim: 420 x 297 Type: 400 x 277 Bleed 430 x 277
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: 109 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

### Please note the following

- Material should be supplied in a press-optimised PDF format colours converted to CMYK. Material should be made up in bureau software (e.g. Quark, InDesign, Freehand, Illustrator) before converting to PDF. Note that material made up in MS Word and PowerPoint before converting to PDF cannot be accepted as it results in poor printing. Bleed should be added equally on all sides of the artwork.
- Liaise with the QUEST Advertising Office rather than submitting incorrect material.
- Material must be accompanied by a correct colour proof. Please note that no responsibility can be taken for incorrect colours, text, font, etc. if no proof was supplied against which to check.
- All advertising material is retained until after publication.
- Any typesetting, design, or layout work required will be for the advertiser's account. (Where such work is required, pictures must be supplied as jpeg and text in MS Word.)
- Invoices are issued by ASSAf, Advertising payments are made to: Academy of Science of South Africa, Standard Bank Hatfield), A/c no: 07 149 4227, Branch code: 011545
- QUEST is committed to working with advertisers to ensure viable response from your exposure. To this end, we are happy to consider different advertising options such as teaser campaigns, ads in the middle of a page, centerspreads, bellybands, false covers, attachments onto ad pages and other ideas. Please contact us to review the possibilities.
- ASSAf is not registered for VAT. If the advertisement is intended to go to the edge of the page, text and images (those that do not bleed off the page) must fit into the type area, and the artwork must be extended an additional 5mm (bleed) beyond the trim size to ensure that, when the page is trimmed, the text is not cut off and the artwork in fact does go to the edge of the page.
- If the advertiser does not want the advertisement to run up to the edge of the page, the entire advertisement must fit into the type area.

## RATE CARD

Advert Size	Casual Insertion (per placement excl. VAT)	2-4 Bookings (per placement excl. VAT)
Double Page Spread	R29 807	R26 824
Outside Back Cover	R21 037	R18 935
Inside Front Cover	R19 286	R17 357
Full Page	R16 665	R14 991
Half Page	R10 519	R9 467
Third Page	R8 376	R7 492
Quarter Page	R6 261	R5 913
Loose Inserts	R13 148	

## MATERIAL

**Booking deadline:** Six weeks before the issue goes to print, as per booking contract

**Material deadline:** Four weeks before the issue goes to print, as per booking contract

**Frequency:** Quarterly

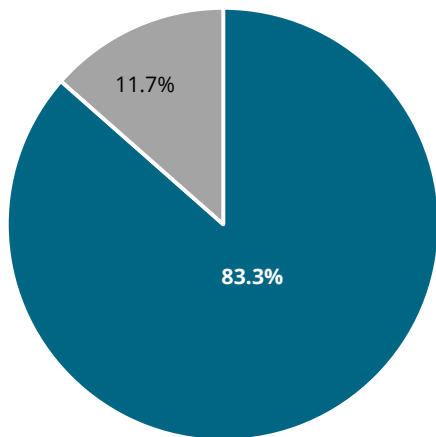
## WEB ADVERTISING RATES 2024

Visit Quest online! <https://questonline.org.za/>

The website provides access to the following:

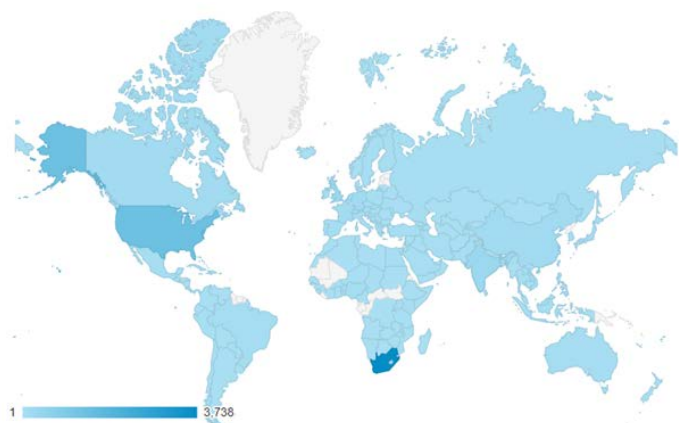
- News snippets and activities for all to engage in;
- Everything you need to know about how the journal is managed;
- Full open access (for free) to all current and retrospective issues and articles;
- Resources in support of the school curriculum;
- Calendar listing all science events;
- A mailing list keeping contact and sharing science related messages, reaching 2 000+ subscribers, at the click of a button;
- And many more!

## VISITORS



■ New Visitor ■ Returning Visitor

## DISTRIBUTION



Web statistics January 2023 to November 2023

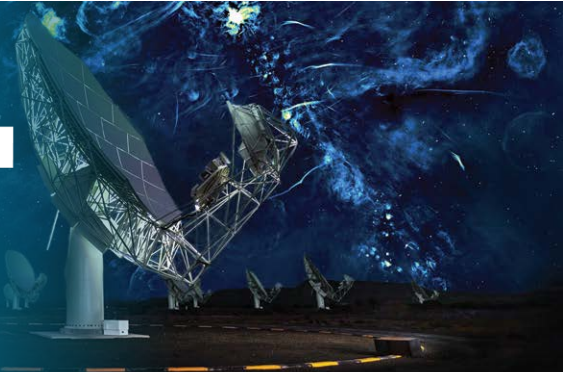
## IMPACT

- Average monthly users: 8,724
- Average monthly page views: 59 029
- monthly sessions: 13 307
- Average session duration: 2 min 22 sec
- Top page visits: Home page New visitors p/m: 13.5%
- Bounce Rate: 29.27%

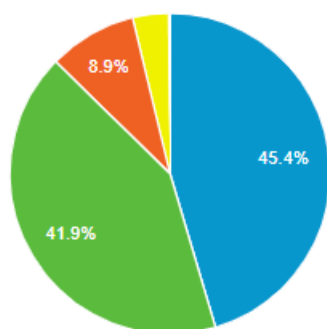


The magazine is also accessible electronically on [www.questonline.org.za](http://www.questonline.org.za)

# SCIENCE FOR SOUTH AFRICA Quest



## CHANNELS



- Organic Search
- Direct
- Referral
- Social
- (Other)

## SPECIFICATIONS

- Rates are per month (excl. VAT)
- Advertiser to provide ad designs in 72ppi.gif or animated .gif or .jpeg
- RGB or Index Colour
- Maximum file size 100 kb

## AD RATES SLIDER ON HOME PAGE (BELOW BANNER)

Slider on home page

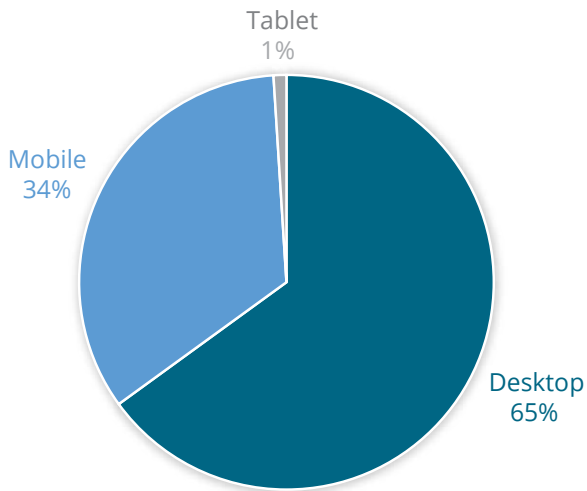
R3 570 p/m (excl. VAT)

Size: 1366 x 250 pixels



# SCIENCE FOR SOUTH AFRICA Quest

## E-DEVICES



1. South Africa
2. United States
3. India
4. Spain
5. United Kingdom
6. Mexico
7. Phillipines
8. Austria
9. Belgium
10. Canada

## ADVERTISEMENT BOOKINGS



To advertise in Quest/on the *Quest* website, please contact:

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## DESIGN AND LAYOUT



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The magazine is also accessible electronically on [www.questonline.org.za](http://www.questonline.org.za)