

# SCIENCE FOR SOUTH AFRICA Quest



## PRINT ADVERTISING RATES | 2025



*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, Technology and Innovation (DSTI), 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 Briliants 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

2025

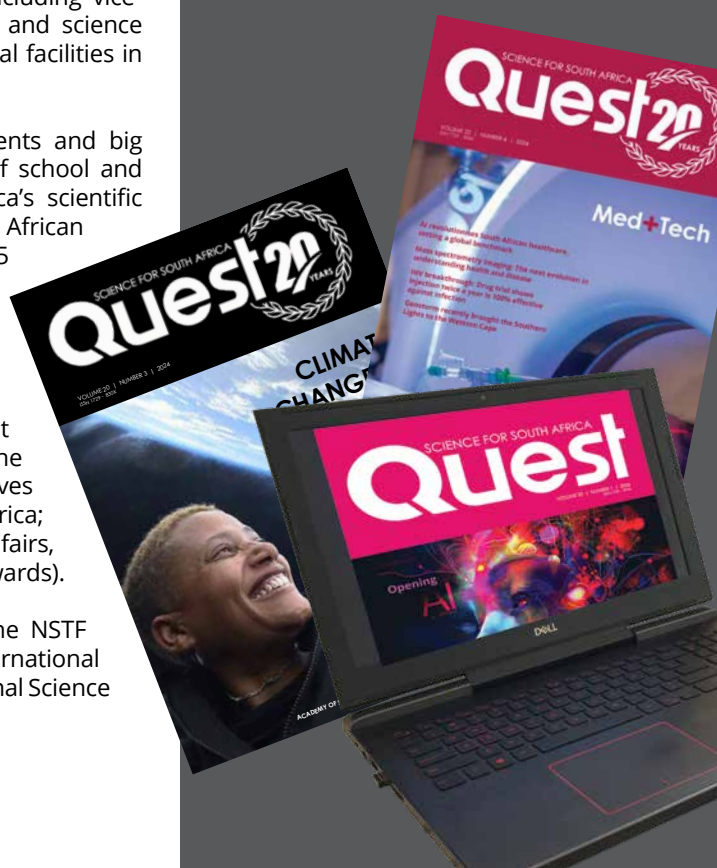
Barbara Spence  
Tel: 011 463 7940  
Email: [barbara@avenue.co.za](mailto:barbara@avenue.co.za)

### Editor

Fanie van Rooyen

Quest: Science for South Africa Academy  
of Science of South Africa, Pretoria

[questeditor@assaf.org.za](mailto:questeditor@assaf.org.za)



## 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 21.1: | QUARTER 1** **Feed the future**



Southern Africa is recovering from the worst drought in a century, and climate change is expected to exacerbate the occurrence of such extreme weather events. This edition examines the interventions required and the innovations being developed to help ensure food security, to combat poverty, and to cultivate environmental sustainability in the SADC region. Topics can include (but are not limited to):

- Gene editing and genomics for more resilient, more productive crops and livestock
- Advanced climate modelling for climate-smart food production
- Fighting hunger and poverty in SADC
- Improving Water Resilience in Southern Africa
- Investigating alternative food sources





Celebrating how hands-on coding with tools like Microbit is reshaping modern education, advancements in AI-enhanced robotics manufacturing and ever-smarter forms of automation - preparing students and professionals for an increasingly automated future. Possible topics:

- From microbit to Minecraft: Coding in education
- When robotics meet GenAI/LLMs
- Manufacturing automation squared
- New careers in coding, prompt engineering and robotics



This theme aims to demystify the world of big data by breaking down what it really means to work in this field. It can address common career paths, the skills needed, and the real-world impact of big data analytics on industries ranging from health-care to finance. Translating technical complexities into relatable insights can help readers envision a future where data is not just big in volume, but also big in opportunity. Possible topics:

- Demystifying Big Data: What is it and why is it important?
- Data science as a career
- AI compute is making data centres even bigger (and more energy-intensive)
- Big Data projects in South Africa



## VOL 21.4: | QUARTER 4

### Life, abundantly...






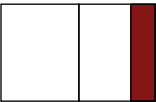

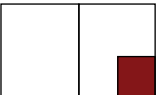


This theme brings together the interconnected issues of biodiversity conservation and environmental sustainability. It will examine the just transition in clean energy practices and conservation efforts. The focus is on how innovative environmental policies, cutting-edge science and technologies and community efforts are driving positive change. Possible topics:

- Biodiversity conservation efforts and organisations
- Protecting Africa's transfrontier animal migrations
- Towards a just transition in clean energy
- South Africa's vulnerable wetlands and waterways
- Environmental influencers



## AD SIZE DIMENSIONS MM please specify width and height

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	R30 403	R27 360
Outside Back Cover	R21 458	R19 314
Inside Front Cover	R19 672	R17 704
Full Page	R16 988	R15 291
Half Page	R10 729	R9 656
Third Page	R8 544	R7 642
Quarter Page	R6 386	R6 031
Loose Inserts	R13 411	

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, center spreads, bellybands, false covers, attachments onto ad pages, and other ideas. Please contact us to review the possibilities.

## 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

## Quest Online (Homepage)



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

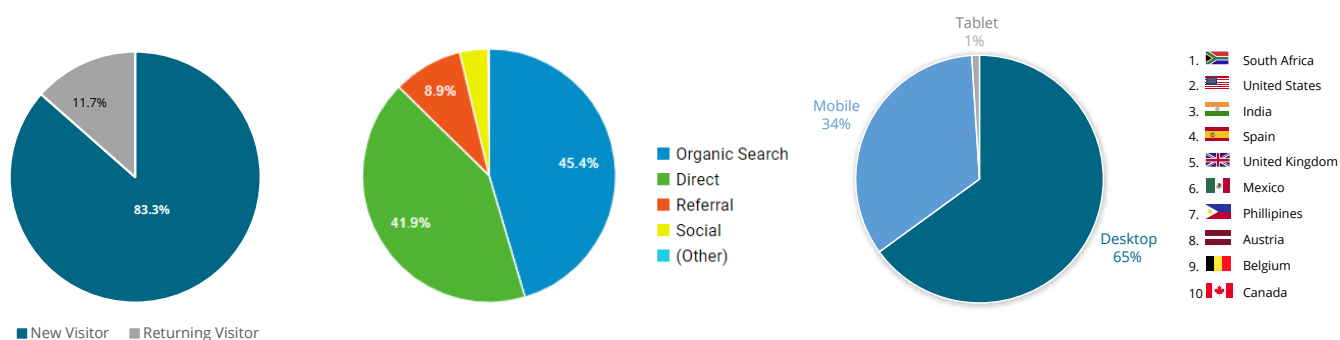
The website provides access to the following:

- 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!

Trusted science for all! highly visible and accessible through Google. The site map for the website has been registered with Google. The QUEST mailing list is further used to communicate and highlight important information. An email reaches all 2700+ (and growing) subscribers when an issue is published, with hyperlinks to the website.

### 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%



### USERS PER COUNTRY

Country	% Users
1.  South Africa	56.87%
2.  United States	12.78%
3.  France	3.03%
4.  Germany	2.73%
5.  United Kingdom	2.58%
6.  Philippines	1.92%
7.  Netherlands	1.70%
8.  India	1.62%
9.  China	1.40%
10.  Finland	1.33%





## WEB ADVERTISING RATES 2025

Placement	Banner Specs (w) x (h) in pixels	Casual Insertion	2-5 Insertions	6-12 Insertions
Sliding Leaderboard Pos 1	1366 x 250	R5 200	R4 680	R4 160
Sliding Leaderboard Pos 2	526 x 240	R3 640	R3 280	R2 910
Medium Rectangle Pos 1	300 x 250	R4 100	R3 690	R3 280
Medium Rectangle Pos 2	300 x 250	R3 800	R3 420	R3 040
Wide Skyscraper	160 x 600	R4 800	R4 320	R3 840

## 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

**Leaderboard Pos. 1**  
1366 x 250 pixels

**Medium Rectangle Pos. 1**  
300 x 250 pixels

**Medium Rectangle Pos. 2**  
300 x 250 pixels

**What is Quest?**  
Quest: Science for South Africa is a full-colour, quarterly, popular science magazine aimed specifically at the youth and the general public who have an interest in the sciences. It aims to present the country's (South Africa's) foremost scientific work in an accessible form and can be used to support curricula work at various levels and institutions.

Quest is distributed to public high schools with science departments, universities, libraries, science centres, government departments, parliamentary committees, embassies, NGOs, TVETs and resource centres.

Quest is also available at selected national science events, science Olympiads, DST events and Focus weeks and at various communal functions.

**Inside our latest issue:**  
Quest Vol. 20 No 3

- Beyond parity: The impact of women leaders in science and technology
- Unraveling the global ocean Zinc cycle: - And its implications for a changing climate
- The Awesome Agulhas Current - and how to understand it
- Explore STEM with STEMulator: A gift to the nation's youth

**Message from our editor**  
As a journalist, one of my favourite TV series is The Newsroom (2012). One of its more memorable scenes (s03e03) involves news anchor Will Macavoy interviewing a distraught climate scientist who is so disillusioned by global warming that, when pressed if he isn't worried his alarmist, apocalyptic predictions (based on evidence) will get him in trouble with his superiors, he simply states, "Who cares?". That was my view for a time as well. The data coming from the various COP events and articles on climate modelling and expected impacts became so dire that I began to ignore them. It just became too depressing.

**Skyscraper**  
160 x 600 pixels

**Leaderboard Pos. 2**  
526 x 240 pixels

# SCIENCE FOR SOUTH AFRICA Quest

## ADVERTISEMENT BOOKINGS



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

Barbara Spence | Tel: 011 463 7940 | Email: [barbara@avenue.co.za](mailto:barbara@avenue.co.za)

## DESIGN AND LAYOUT



To have artwork designed please contact:

Ilze Garnett-Bennett | Tel: 082 899 6798 | Email: [ilzegarnettbennett3@gmail.com](mailto:ilzegarnettbennett3@gmail.com)