



2024



“Normal people believe that if it ain’t broke, don’t fix it. Engineers believe that if it ain’t broke, it doesn’t have enough features yet.”

— SCOTT ADAMS —

SAIEE - SERVING ENGINEERS SINCE 1909

The knock-on effect the COVID pandemic created, and the global economic struggles we daily suffer, created extraordinary difficulties for engineering industry service providers. It affects the entire sector and created unusual and unique consequences for businesses. So then, as a **marketing manager** or **executive** tasked with **growing** your **sales, market share,** and **business sustainability,** how do you best **engage** your **audience?**

advertising
rate card



“It’s not what you sell that matters as much as how you sell it!”

— BRIAN HALLIGAN, CEO & CO-FOUNDER, HUBSPOT —

**WITH EXPERIENCE IN SERVING ENGINEERS SINCE 1909,
SAIEE IS YOUR SOLUTION!**

With marketing channels to work all the media paths to persuasion, and with access to **7 000 member engineering practitioners** in electrical and electronic engineering, and more than **14 000 engineering subscribers**, SAIEE provides the perfect platform and the right “halo association” for your marketing message.

MEMBERS

7K

SUBSCRIBERS

13K

CIRCULATION

14.8K

WEB VISITORS

53K

GLOBAL REACH

43 000+

NEW ONLINE VISITORS

20 000+

reasons to
advertise



“Business has only two functions — marketing and innovation.”

— MILAN KUNDERA, WRITER & PLAYWRIGHT —

WHY SHOULD YOU ADVERTISE?

SAIEE reaches your prime target market across all the sub-divisions of:

- Power engineering (the generation, transmission and distribution of electricity which includes transformers, electrical generators, electrical motors, high-voltage engineering and power electronics) - used by government, municipalities, Eskom, big corporates and City Power
- Control engineering (modelling/design of dynamic systems and controllers that will cause the systems to behave in a desired manner) - used in industries of robotics and cybernetics and in industrial automation
- Electronics (electrical engineering design and testing of electronic circuits) - used in computers
- Microelectronics
- Signal Processing (analysis & manipulation of signals whether analog or digital) - used in telecommunication industry
- Mechatronics (electrical & mechanical systems) - automated manufacturing systems, heating, ventilation & air-conditioning used in aircrafts and automobiles
- Biomedical engineering (design of medical equipment such as ventilators, MRI scanners)
- Instrumentation engineering (design of transmitters and receivers)
- Telecommunications engineers
- Computer engineers (design of hardware & super computers to control industrial plants).

PLATFORMS

3

MEMBER PROFILE

47%

UNDER AGE 40

SAIEE CENTRES

9

WEBINAR ATTENDEES

200+

our
reach



**“Nobody counts the number of ads you run;
they just remember the impression you make.”**

— BILL BERNBACH —

Use all our **marketing platforms** to exploit their individual strengths and integrate your content message. Capitalise on this **cross-channel reinforcement** and reach your potential customer on the media which he uses.

OUR SPECIFIC FEATURES, ADVANTAGES AND BENEFITS

Ask us about the specific features, advantages and benefits of our:

- Monthly, digital **watt**now magazine with its high-value articles
- SAIEE website banners to drive traffic to your own website
- Twice-weekly Chronicle news which goes immediately into member inboxes
- SAIEE webinar sponsorship options or your webinar launch platform hosted by SAIEE
- Social media posts to capitalise on our following
- Corporate video or YouTube options
- Individually customised package deals and arrangements to suit your specific marketing needs and objectives.

WATTNOW

11K

CHRONICLE

98K

FACEBOOK

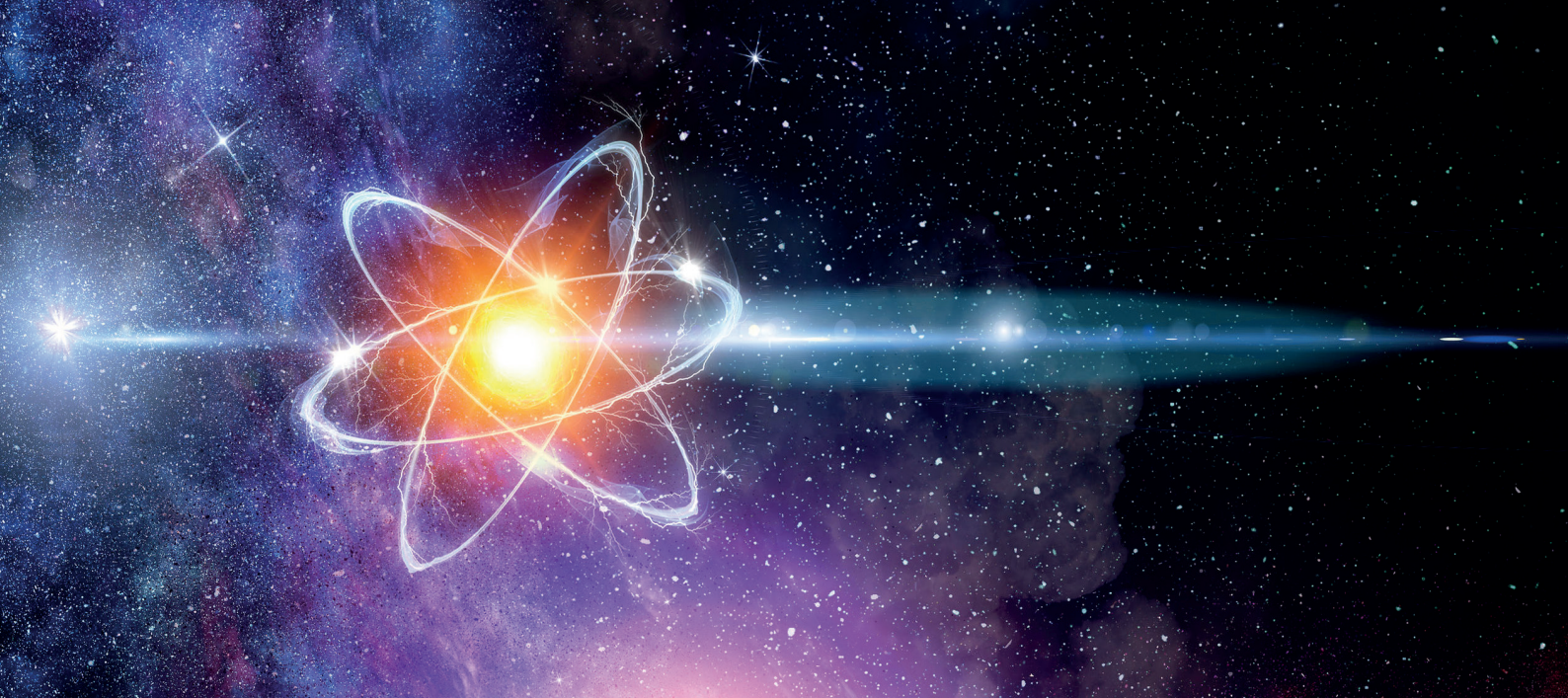
7K

SAIEE TV

1.27K

ASK US

we
offer



“Instead of using technology to automate processes, think about using technology to enhance human interaction.”

— TONY ZAMBITO —

NEED MORE JUSTIFICATION FOR YOUR TEAM?

Consider this:

- SAIEE has all the credibility, trust and track record from an illustrious history and the depth of understanding from having worked with decision-makers in this sector spanning different and unique challenges in the past. This credibility reflects on your content and your messaging.
- Our existing advertisers know a thing or two about the value of using an independent, non-commercial platform where the advertising works. The SAIEE audience is engaged, involved and committed. SAIEE members are all existing, or potential customers for you thought leaders and hugely influential. There is no wastage of your marketing budget.
- SAIEE provides access to members across physical networking and easy, digital reach channels to grow your brand awareness, notice, attention and recall.
- The pass-on or referral factor, our added value, is priceless and invaluable worth.
- With SAIEE's 9 regional centres and specialist interest groups, niche and targeted marketing campaigns are straightforward and provide maximum impact.
- SAIEE is where the industry comes for vision, guidance, education & training, cutting edge research, influence on policy matters, technical updates, CPD, professional direction, international news and more. No one understands the industry better than the SAIEE.

COUNCIL MEMBERS

56

COMMITTEES

26

SECTIONS

7

CHAPTERS

13


our
values





wattnow magazine


Rates are VAT exclusive and per placement per issue.


Rates are inclusive of 16.5% Agency Commission.

	DOUBLE PAGE SPREAD	TRIM	420 X 275	CASUAL BOOKING	38 560
		TYPE AREA	390 X 255	2 - 5 ISSUE BOOKING	36 705
		BLEED	430 X 285	6 - 10 ISSUE BOOKING	34 790

	INSIDE FRONT COVER	TRIM	210 X 275	CASUAL BOOKING	27 530
		TYPE AREA	190 X 255	2 - 5 ISSUE BOOKING	25 680
		BLEED	220 X 285	6 - 10 ISSUE BOOKING	23 765

	FULL PAGE	TRIM	210 X 275	CASUAL BOOKING	21 910
		TYPE AREA	190 X 255	2 - 5 ISSUE BOOKING	20 165
		BLEED	220 X 285	6 - 10 ISSUE BOOKING	18 250

	HALF PAGE HORIZONTAL	TRIM	210 X 137.5	<table border="1"> <tr> <td>CASUAL BOOKING</td> <td>14 635</td> </tr> <tr> <td>2 - 5 ISSUE BOOKING</td> <td>13 770</td> </tr> <tr> <td>6 - 10 ISSUE BOOKING</td> <td>12 740</td> </tr> </table>	CASUAL BOOKING	14 635	2 - 5 ISSUE BOOKING	13 770	6 - 10 ISSUE BOOKING	12 740
		CASUAL BOOKING	14 635							
		2 - 5 ISSUE BOOKING	13 770							
6 - 10 ISSUE BOOKING	12 740									
TYPE AREA	190 X 127.5									
BLEED	220 X 147.5									

	HALF PAGE VERTICAL	TRIM	105 X 275
		TYPE AREA	85 X 265
		BLEED	115 X 285

2024

www.saiee.org.za | barbara@avenue.co.za

advertising rates



wattnow magazine

Rates are VAT exclusive and per placement per issue.
Rates are inclusive of 16.5% Agency Commission.

	THIRD PAGE HORIZONTAL	TRIM	210 X 92
		TYPE AREA	190 X 82
		BLEED	220 X 97
	THIRD PAGE VERTICAL	TRIM	70 X 275
		TYPE AREA	65 X 265
		BLEED	80 X 285

CASUAL BOOKING	12 760
2 - 5 ISSUE BOOKING	11 890
6 - 10 ISSUE BOOKING	10 975

	QUARTER PAGE HORIZONTAL	TRIM	210 X 69
		TYPE AREA	190 X 49
		BLEED	220 X 79
	QUARTER PAGE VERTICAL	TRIM	105 X 137.5
		TYPE AREA	85 X 127.5
		BLEED	115 X 147.5

CASUAL BOOKING	10 995
2 - 5 ISSUE BOOKING	10 025
6 - 10 ISSUE BOOKING	9 210

INSIDE BACK COVER (FULL PAGE SPECS APPLIES)

CASUAL BOOKING	25 660
2 - 5 ISSUE BOOKING	23 805
6 - 10 ISSUE BOOKING	21 895

OUTSIDE BACK COVER (FULL PAGE SPECS APPLIES)

CASUAL BOOKING	29 295
2 - 5 ISSUE BOOKING	27 110
6 - 10 ISSUE BOOKING	25 635



“To write is human, to edit is divine.”

— STEPHEN KING —

2024 FEATURE THEMES & DEADLINES

February	Lighting Systems	15 January 2024
March	Energy Efficiency	12 February 2024
April	Electrical Technologies	11 March 2024
May	Power	15 April 2024
June	Motors & Drives	13 May 2024
July	Smart Buildings	10 June 2024
August	Lightning	15 July 2024
September	Mining	12 August 2024
October	Telecommunications	16 September 2024
November	Security	14 October 2024



- enjoy the read!



“Sell the results, not the nuts and bolts.”

— RICHIE NORTON —

NOT SATISFIED YET? - MORE INFO...

ABOUT THE WATTNOW MAGAZINE

Frequency: Monthly
Downloadable: Interactive PDF format
Readability: Online

ANALYTICS

Impressions: 37 400 per issue
Readers: ±14 000 per issue

MATERIAL REQUIREMENTS

- Advertising material needs to be supplied in PDF format, high resolution (300 dpi).
- Material should be sent via Dropbox or WeTransfer
- Adverts will be accepted via email.
- No adverts will be accepted without a signed booking form.

MANAGING EDITOR

Minx Avrabos
T: 011 487 9046

E: minx@saiee.org.za
www.saiee.org.za

ADVERTISING SALES

Barbara Spence
Avenue Advertising
T: 011 463 7940
E: barbara@avenue.co.za
www.avenue.co.za



magazine
stats



SAIEE WEBSITE

Rates are VAT exclusive and per placement per issue.
Rates are inclusive of 16.5% Agency Commission.

DESCRIPTION	SIZE (PIXELS WIDTH X HEIGHT)	CASUAL PLACEMENT	2-5 PLACEMENTS	6-12 PLACEMENTS
LEADER BOARD (ROTATING BANNER)	870 X 250	R4 910	R4 375	R3 655

SAIEE CHRONICLE

DESCRIPTION	SIZE (PIXELS WIDTH X HEIGHT)	CASUAL PLACEMENT	2-5 PLACEMENTS	6-12 PLACEMENTS
AD SPOT 1 HORIZONTAL TOP	800 X 250	R5 810	R5 270	R4 665
AD SPOT 2 HORIZONTAL BOTTOM	800 X 250	R3 790	R3 475	R3 095

Distributed every Tuesday and Thursday of the week ±12 000 circulation per issue

SAIEE WEBINARS

SAIEE's webinars are enjoying an enviable attendance level that should interest you. Currently on average **250 attendees per webinar**. This is the new way of doing things. Much **bigger numbers**. Much more affordable **investment**. Much **better returns**.

OPTION 1 - R12 000

OPTION 2 - R17 000

FOR MORE INFO, [CLICK HERE](#)

2024

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online
rates



“Great execution is the ultimate differentiator.”

— MARGARET MOLLOY —

ONLINE ANALYTICS

SAIEE WEBSITE

**Annual figures*

Users:	68 995
New Users:	63 120
Sessions:	78 380
Page Views:	184 634

SAIEE CHRONICLE

Circulation:	23 234 per week
Readers:	±12 590 per issue

MATERIAL REQUIREMENTS

- Advertising material needs to be supplied in a JPEG format with high resolution (300 dpi).
- Advert specifications, [click here](#)
- No adverts will be accepted without a signed booking form.

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