

African Fusion: The official publication of the Southern African Institute of Welding – SAIW

African Fusion aims to provide up-to-date insight into welding technology and the welding industry in southern Africa. Published quarterly and posted with *MechChem Africa*, the publication is split into three sections.

The opening pages deal with SAIW news and related events. As the custodian of welding standards and technology in the region, this section strives to promote best practices and standards, such as ISO 3834 – Quality Requirements for Fusion Welding of Metallic Materials. At the heart of this section is an SAIW member profile, which profiles one of the SAIW’s successful member companies.

The central section of the magazine includes one or two technical papers, which are vetted by The SAIW technical staff and usually sourced from IIW International conferences or through the Institute from local welding researchers.

The closing third of the magazine features stories from the southern African welding and fabrication industry and its supplier base. Here, we strive for original and technically rich content based on site and company visits and interviews.

Our ABC figures for 2016 were between 3 700 and 3 800 certified delivered copies.



CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD
2017

PRINT ADVERTISING

2017 Advertising rates*		
Description	1-3 Insertions	4 Insertions
Outside front cover: R42 000 (includes an online advertisement and DPS cover story)		
Double page spread (DPS)	R31 450	R27 950
DPS half page horizontal	R22 450	R20 450
Full page: A4	R20 950	R17 950
Half page: A5 (V or H)	R15 950	R13 950
Third page (V or H)	R13 450	R11 450
Quarter page	R10 450	R9 450
Strip	R8 950	R7 950
Inserts	Prices on request	

Cover: Client to supply high resolution portrait photograph and logo for cover.
Client to supply cover story copy and 4 to 6 high resolution photographs.
Cover bookings cannot be cancelled once confirmed.

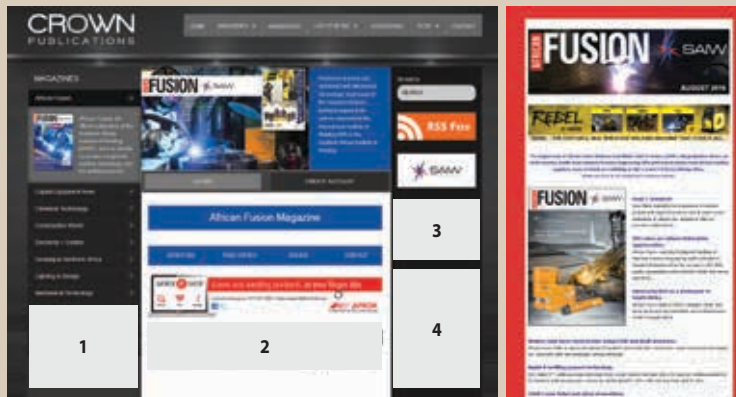
*All of the above rates exclude VAT.

ONLINE ADVERTISING

Banners adverts	Size: wide x high	Rates per month*	
		Casual 1 to 3	4 Insertions
Standard rectangle	235 pixels w X 175 h	2 470	2 310
Standard square	235 pixels w X 235 h	3 460	3 240
Standard tall	235 pixels w X 350 h	5 560	5 200
Large rectangle	325 pixels w X 245 h	5 080	4 750
Large square	325 pixels w X 325 h	6 300	5 900
Wide banner	600 pixels w X 110 h	6 700	6 300
eNewsletter: (Top banner)	600 pixels w X 110 h	6 700	6 300

Adverts can be booked on the Crown homepage and/or any of the individual magazine homepages.

*All of the above rates exclude VAT.



1. Large rectangle/square banner
2. Wide banner
3. Standard rectangle banner
4. Standard tall banner

Material requirements:

All advertisements must conform to the sizes specified above
Resolution: 72 dpi. Saved as .png/jpeg/gif

Deadlines:

- Web adverts run for a calendar month.
- Booking deadline: 20th of month prior.
- Material deadline: 25th of month prior.
*If on a public holiday or weekend, the very first possible day after.

DEADLINES 2017

Issue	Editorial Deadline	Booking Deadline	Material Deadline
March	15-Feb	15-Feb	22-Feb
June	15-May	15-May	22-May
August	17-Jul	17-Jul	24-Jul
November	16-Oct	16-Oct	23-Oct

Technical specifications * (height x width)			
Advert description	Crop size	Type area	With bleed
Double page spread	297 x 420	277 x 400	303 x 426
Full page	297 x 210	260 x 180	303 x 216
Half page vertical	260 x 90		
Halfpage horizontal	130 x 180		
A5	180 x 120		
DPS half page (horizontal)	140 x 420	130 x 400	143 x 426
Third vertical	260 x 55		
Third horizontal	85 x 180		
Quarter vertical	130 x 100		
Quarter horizontal	65 x 180		
Strip	50 x 180		

* Material requirements: press optimised PDF files, centred with bleed and saved as CMYK

Production fee: A discretionary fee for the design of print and online advertisements will be charged.

Editor: Peter Middleton

Tel: +27 (0)11 622-4770 Cell: +27(0) 84 567 2070
Email: mechanical@crowm.co.za Fax: +27(0) 11 615-6108

Advertising manager: Helen Couvaras

Tel: +27 (0)11 622-4770 Cell: +27(0) 73 198 2626
Email: helencou@crowm.co.za Fax: +27(0) 11 615-6108

www.africanfusionmagazine.co.za



Terms of Acceptance apply:
(<http://crowm.co.za/advertising>)

Artwork and printing material, if not supplied by the advertiser, are charged at standard Crown Publications rates.

CROWN PUBLICATIONS

Informing industry across Africa

African Fusion | Capital Equipment News | Construction World | Electricity + Control
| Housing in Southern Africa | Lighting in Design | MechChem Africa |
Modern Mining | Modern Quarrying | Sparks Electrical News

Crown Publications cc, 2 Theunis Street, Bedfordview | PO Box 140, Bedfordview, 2008 |
www.crown.co.za

