

AFRICAN

FUSION

Journal of the Southern African Institute of Welding



SAIW



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.

African Fusion is the only publication dedicated to welding on the African continent.

CROWN
PUBLICATIONS

Your 360° business-to-business
publishing solution

- Print edition
- Online edition
- Website
- eNewsletter

RATECARD

2018

PRINT ADVERTISING

2018 Advertising rates*		
Description	1-3 Insertions	4 Insertions
Outside front cover: R44 000 (includes an online advertisement and DPS cover story)		
Double page spread (DPS)	R33 100	R29 400
DPS half page horizontal	R23 680	R21 500
Full page: A4	R22 100	R18 935
Half page: A5 (V or H)	R16 800	R14 700
Third page (V or H)	R14 180	R12 080
Quarter page (V or H)	R11 000	R9 970
Strip	R9 400	R8 380
Footer strip	R4 700	R4 300
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 rates exclude VAT.

ONLINE ADVERTISING

Website banners	Size: wide x high	Casual	2 to 5	6 to 12
Standard rectangle	235 pixels w x 175 h	2 600	2 530	2 440
Standard square	235 pixels w x 235 h	3 650	3 560	3 420
Standard tall	235 pixels w x 350 h	5 870	5 700	5 490
Large rectangle	325 pixels w x 245 h	5 360	5 210	5 010
Large square	325 pixels w x 325 h	6 650	6 440	6 230
Wide banner	600 pixels w x 110 h	7 070	6 910	6 650

eNewsletter	Size: wide x high	Casual	2 to 5 (annually)	6 to 12 (annually)
Top banner	600 pixels w x 110 h	4 500	4 330	4 210
Centre banner	600 pixels w x 110 h	4 260	4 100	3 990

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

*All 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 2018

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		
Footer strip	30 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.

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Terms of Acceptance apply:
<http://crownc.co.za/advertising>

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



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