

SOUTH AFRICAN
INSTRUMENTATION AND
CONTROL

www.instrumentation.co.za

2026

Media Kit

Print/Digital
Online
News Briefs



Covering the key areas of control and instrumentation

SA Instrumentation & Control provides relevant insights into all the major areas concerning automated manufacturing processes.

- Laboratory & analytical
- PLCs, PACs & DCSs
- Measurement: Pressure, level, flow, temperature & mass
- Enclosures, cabling & accessories
- Electrical power & energy efficient systems
- IT in manufacturing
- Control valves, actuators & pumps
- Scada & MES
- Robotics & mechatronics
- Wireless & telemetry
- Data logging & recording
- Fieldbus & industrial networking
- Safety systems
- Motion control, drives & automation
- Test, measurement & calibration
- Presence sensors & vision systems
- Condition monitoring & vibration
- Environmental control & monitoring
- Pneumatics & hydraulics
- Industrial computers & data acquisition

about



Editorial content

- Insights into the latest control and instrumentation technology trends
- Expert opinion on industry challenges and developments
- Round-table discussions
- Best practice across products and solutions
- Detailed case studies
- Product editorial
- News, training and events
- Technews Industry Guide publication

Our readers

Highly qualified, experienced engineering and technical personnel, corporate management, and R&D professionals involved in automated manufacturing processes and systems.

Target industries

- Transport
- Chemicals
- Food & beverage
- Instrumentation
- Measurement & control apparatus
- Oil & gas
- Pharmaceuticals
- Pulp, paper & allied products
- Rubber & plastics
- Mining & metals
- Water & wastewater

The Monthly: SA Instrumentation & Control

- 11 issues, published January to November
- Including relevant industry and technology features
- Monthly Automation Professionals section
- Reaching in excess of 3 000 specialist readers (excluding pass-along readership)
- ABC certified circulation

Annual: SA Instrumentation & Control Buyers' Guide

- South Africa's most comprehensive control and instrumentation directory
- Directory of manufacturers, suppliers, and service providers
- Detailed list of manufacturers, brand names, and their South African suppliers
- Products and services tables covering the entire control and instrumentation industry
- Organised and indexed for quick reference

Special Focus: Technews Industry Guide

Sustainable Manufacturing

- Sustainable manufacturing is the creation of manufactured products through economically-sound processes
- South Africa's only complete guide to overall equipment effectiveness solutions
- Includes white papers and application notes

print/digital/electronic media



www.instrumentation.co.za

- Every article published since 2000 in easy-to-access categories
- Direct connection to related products and services on www.ibg.co.za
- The website is designed so that each page automatically adjusts to fit the reader's screen, whether it's a smartphone, tablet, laptop or PC
- All content and advertising is accessible and easy to read, no matter when, where or how it is being accessed

www.ibg.co.za

- The ideal place for professionals to begin their search for products and services
- Direct connection to articles and news on www.instrumentation.co.za

The digital magazine

- Print publications are available in digital format (html, e-book or pdf)
- All advertising and editorial in the print issue appears in our digital magazine
- Accessible where and whenever engineers want to read it

The news briefs

- Over 8 000 professionals have requested to receive our news brief emails
- Sent every Tuesday and Thursday
- Keeping readers up to date with the most relevant opinions, news, products, trends and developments

Direct mailers

- 3 700+ readers who have requested control and instrumentation information from suppliers on events, product specials, seminars, etc.
- We will send your branded mailer to these readers on your behalf

14 000+
users per month



23 000+
pageviews per month

features

Industry and technology features

Month	Industry Sector Features	Technology Regulars	Technology Features
February Deadline: 12 January Postage: 10 February	Food & beverage, Pharmaceuticals Plastics, packaging & bottling Sustainable manufacturing	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Condition monitoring & predictive maintenance Electrical power & energy efficiency	Control valves, actuators & pumps Enclosures, cabling & connectors
March Deadline: 16 February Postage: 16 March	Power generation & distribution (including renewable energy) Mining, metals & quarrying Water, wastewater & waste	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Safety systems (including hazardous area equipment) Motion control (including pneumatics, hydraulics, robotics, mechatronics & electric drives)	Fieldbus & industrial networking Vision systems
April Deadline: 16 March Postage: 13 April	Pulp & paper Agriprocessing Smart factories and buildings	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Condition monitoring & predictive maintenance Electrical power & energy efficiency	Environmental control & monitoring Maintenance, repair & operations
May Deadline: 13 April Postage: 11 May	Oil & Gas Petrochemicals & chemicals Mining, metals & quarrying Sustainable manufacturing	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Safety systems (including hazardous area equipment) Motion control (including pneumatics, hydraulics, robotics, mechatronics & electric drives)	Sensors & transducers PLCs, DCSs & controllers
June Deadline: 11 May Postage: 8 June	Food & beverage, Pharmaceuticals Plastics, packaging & bottling Aerospace & defence Water, wastewater and waste	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Condition monitoring & predictive maintenance Electrical power & energy efficiency	Relays & switches Laboratory & analytical
July Deadline: 8 June Postage: 6 July	Power generation & distribution (including renewable energy) Water, wastewater & waste Warehousing & supply chain	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Safety systems (including hazardous area equipment) Motion control (including pneumatics, hydraulics, robotics, mechatronics & electric drives)	Fieldbus & industrial networking Vision systems

features

Industry and technology features

Month	Industry Sector Features	Technology Regulars	Technology Features
August Deadline: 13 July Postage: 11 August	Smart factories and buildings Automotive & e-mobility Women in engineering	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Condition monitoring & predictive maintenance Electrical power & energy efficiency	Control valves, actuators & pumps Sensors & transducers
Sustainable Manufacturing: Deadline: 13 July. Postage: 11 August			
IBG 2027			
September Deadline: 11 August Postage: 7 September	Oil & gas, chemicals Mining, metals & quarrying Food & beverage, Pharmaceuticals Water, wastewater & waste	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Safety systems (including hazardous area equipment) Motion control (including pneumatics, hydraulics, robotics)	Data logging & recording Enclosures, cabling & connectors
October Deadline: 14 September Postage: 12 October	Pulp & paper Water, wastewater & waste ICT & electronics	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Condition monitoring & predictive maintenance Electrical power & energy efficiency	Test, measurement & calibration Environmental control & monitoring Maintenance, repair and operations
November Deadline: 12 October Postage: 10 November	Power generation & distribution (including renewable energy) Water, wastewater & waste Industrial manufacturing	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Safety systems (including hazardous area equipment) Motion control (including pneumatics, hydraulics, robotics, mechatronics & electric drives)	Laboratory & analytical System integration & control systems design
January 2027 Deadline: 16 November Postage: January 2027	Mining, metals & quarrying Oil & gas, chemicals Automotive & e-mobility	Control systems (including PLCs, DCSs, scada & HMI) IT in manufacturing (including Industry 4.0/IIoT, AI & cybersecurity) Process measurement (including temperature, pressure, level, flow & mass) Wireless & telemetry Condition monitoring & predictive maintenance Electrical power & energy efficiency	Test, measurement & calibration Sensors & transducers

SA Instrumentation & Control

Size	Insertions			
	Casual	4-5	6-9	10+
1/4 A4	R23 900	R21 200	R20 400	R19 200
1/3 A4	R28 400	R25 700	R24 500	R21 600
1/2 A4	R33 700	R29 200	R27 800	R25 300
A4	R48 100	R43 400	R40 900	R37 000

Special positions	
Outside Front Cover	*R67 600
Inside Front Cover	R47 300
Inside Back Cover	R42 100
Outside Back Cover	R49 900

*Includes production, cover story, lead editorial and framed poster of the OFC. Design must comply with *Technews*' design policy and the graphic must be exclusive to *Technews*.

SA Instrumentation & Control Buyers' Guide (IBG) 2027

Size	Cost
A4	R43 100
1/2 A4	R30 700
1/3 A4	R26 300
1/4 A4	R21 600

- Published September 2026
- Also published online – www.ibg.co.za

Special positions: Availability and rates on request

print/digital rates

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard <i>(includes leaderboard on news brief, one week per month)</i>				R 10 400
Skyscraper	R 10 400	R 9 600	R 8 400	R 7 200
Buttons <i>(serves throughout the site)</i>	R 12 600	R 11 300	R 9 200	R 6 300
180 x 150 left hand banner (x 2)	R 5 200	R 4 500	R 3 900	R 3 500

Category sponsorship	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R 9 400	R 8 800	R 7 400	R 6 500
Skyscraper	R 7 200	R 6 700	R 6 300	R 5 000
180 x 150 left hand banner (x 2)	R 5 600	R 4 500	R 3 900	R 2 500

Digital/online advertising rates

The SA Instrumentation & Control (www.instrumentation.co.za) and IBG (www.ibg.co.za) websites are able to deliver your products, services and expertise to our niche audience in a highly cost-effective and measurable fashion, whether it's through category sponsorships, banner advertising, news briefs or third-party electronic mailers.

Sponsorships

Our online advertising works in terms of sponsorships, which are designed to position the advertiser as a leading player in their particular sectors. We have several sponsorships available.

Direct mailers

- Rates on request.
- Mailer to be supplied as per *Technews* specifications.

News briefs

Sent every Tuesday and Thursday.

News briefs	Casual	3+	12+	24+
Leaderboard	R 7 400	R 7 000	R 6 300	R 4 300
450 x 75 middle banner	R 5 000	R 4 800	R 4 200	R 3 300
600 x 100 bottom banner	R 6 000	R 5 200	R 4 300	R 3 300

Sponsored content

Sponsored content on www.instrumentation.co.za

- All supplied content will be edited to the *Technews* content style and will be marked as 'sponsored content'.
- Eight supplied editorials in a 12-month period (maximum 1000 words per editorial piece, two high-resolution images plus logo).
- Eight 450 x 75 middle banners on news brief, one per month to run with your article.
- The articles will be placed in a relevant category on the website and will also be included on a news brief.

Cost: R41 300 excl. VAT

print/digital rates

Notes

- All rates exclusive of VAT.
- Rates quoted are cost per month.
- Online rates are exclusive of banner design, any custom integration of web interactivity and form design.
- Discounts are determined by the number of insertions placed within a 12-month period.
- Advertising placed by overseas advertisers is subject to a 5% service fee, to cover the costs of international money transfer and related bank and administrative charges.
- Online advertising is invoiced in the month prior to the month in which the adverts will be loaded.



Let your product speak for itself – literally.

SA Instrumentation & Control proudly presents an innovative opportunity to elevate your products and services within the automation and control industry: the 'Control Talk SA' Podcast.

In just 15 minutes, you'll connect directly with a highly targeted audience of industry decision-makers and professionals. Harness the power of audio to maximise your brand's reach and influence.

What's Included:

- **Professionally produced podcast:** A 15-minute, expertly hosted episode spotlighting your products, services and expertise.
- **Added visibility:** Coverage and an overview of your podcast will feature in the latest issue of *SA Instrumentation & Control* magazine, on our website and across our social media platforms.
- **Banner promotion:** Your podcast will be promoted via banner ads in two editions of the *SA Instrumentation & Control* News Brief, reaching more than 8 000 engaged subscribers.

Why Choose Podcasting?

- Podcasts are one of the fastest-growing channels for business communication.
- Benefit from direct engagement with a niche technical audience.
- Capture longer attention spans compared to traditional media.
- Establish brand authority through thought leadership and expert insights.

The 'Control Talk SA' Podcast provides advertisers with a credible and conversational platform to position their brand as an industry leader, driving genuine engagement and lasting impact.

Cost: R14 900 ex VAT

control talk SA

Brought to you by

**SOUTH AFRICAN
INSTRUMENTATION
AND
CONTROL**

www.instrumentation.co.za

Contacts

Editor:

Kim Roberts, +27 11 543 5800,
kimroberts@technews.co.za

Media consultants:

Heidi Hargreaves, +27 11 543 5818,
heidi@technews.co.za

Jane van der Spuy, +27 83 234 5412,
jane@technews.co.za