

www.instrumentation.co.za



SOUTH AFRICAN

INSTRUMENTATION AND CONTROL



Print | Online | News Briefs

2024 Media Kit



ABOUT

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

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



PRINT MEDIA

The monthly magazine

- 11 issues from January to November
 - Including relevant industry and technology features
 - Monthly Automation Professionals section
- Reaching in excess of 4 000 specialist readers (excluding pass-along readership)
- ABC certified circulation
- Official publication of the Society for Automation, Instrumentation, Mechatronics and Computer Engineering, (SAIMC).

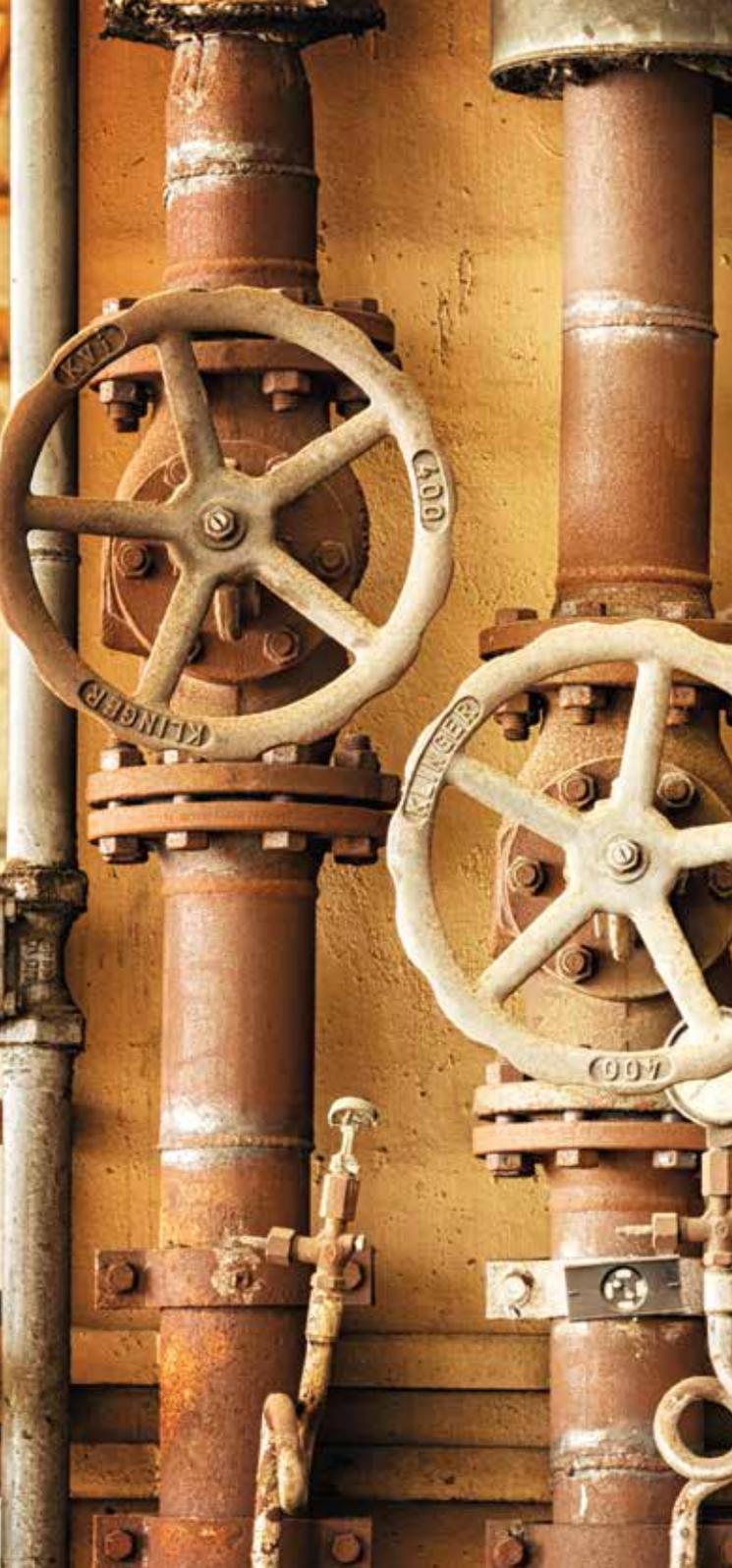
Annual: SA Instrumentation & Control Buyers' Guide

- South Africa's most comprehensive control and instrumentation directory
- Comprehensive directory listing of manufacturers, suppliers, and service providers
- Comprehensive listing of manufacturers and brand names, and the South African suppliers thereof
- Products and services tables covering the full spectrum of the control and instrumentation industries
- Categorised and indexed for fast, easy reference

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



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 (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 8 200 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

Electronic Direct Mail Marketing (EDM)

- 3 800+ readers who have requested control and instrumentation information from suppliers on events, product specials, seminars, etc.
- We will send your branded electronic mailer to these readers on your behalf



FEATURES 2024

Industry and technology features

Month	Industry Sector Features	Technology Regulars	Technology Features
February Deadline: 15 January	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: 19 February	Power generation & distribution (including renewable energy) Smart factories and buildings 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
April Deadline: 15 March	Pulp & paper Water, wastewater & waste Agriprocessing	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 Data logging & recording
May Deadline: 22 April	Oil & gas, 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: 20 May	Food & beverage, pharmaceuticals Plastics, packaging & bottling Aerospace & defence	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: 24 June	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)	Fieldbus & industrial networking Vision systems

FEATURES 2024



Month	Industry Sector Features	Technology Regulars	Technology Features
August Deadline: 22 July	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 2024: Deadline: 15 July			
September Deadline: 19 August	Oil & gas, chemicals Mining, metals & quarrying Food & beverage, pharmaceuticals	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: 23 September	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
November Deadline: 21 October	Power generation & distribution (including renewable energy) Smart factories & buildings Lifestyle & leisure	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)	Laboratory & analytical System integration and control systems design
January 2025 Deadline: 25 November	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



PRINT RATES 2024

Advertising rates and sizes

SA Instrumentation & Control

Full colour	Insertions			
Size	Casual	4-5	6-9	10+
1/4 A4	R21 000	R18 700	R18 000	R16 900
1/3 A4	R25 000	R22 600	R21 600	R19 100
1/2 A4	R29 800	R26 100	R24 900	R22 800
A4	R42 500	R38 200	R36 100	R32 600

Special positions	Loose inserts
Outside Front Cover *R60 500	1 page (2 sides) R24 900
Inside Front Cover R42 300	2 pages (4 sides)..... R32 200
Inside Back Cover R37 600	per page thereafter..... R3 100
Outside Back Cover R44 800	

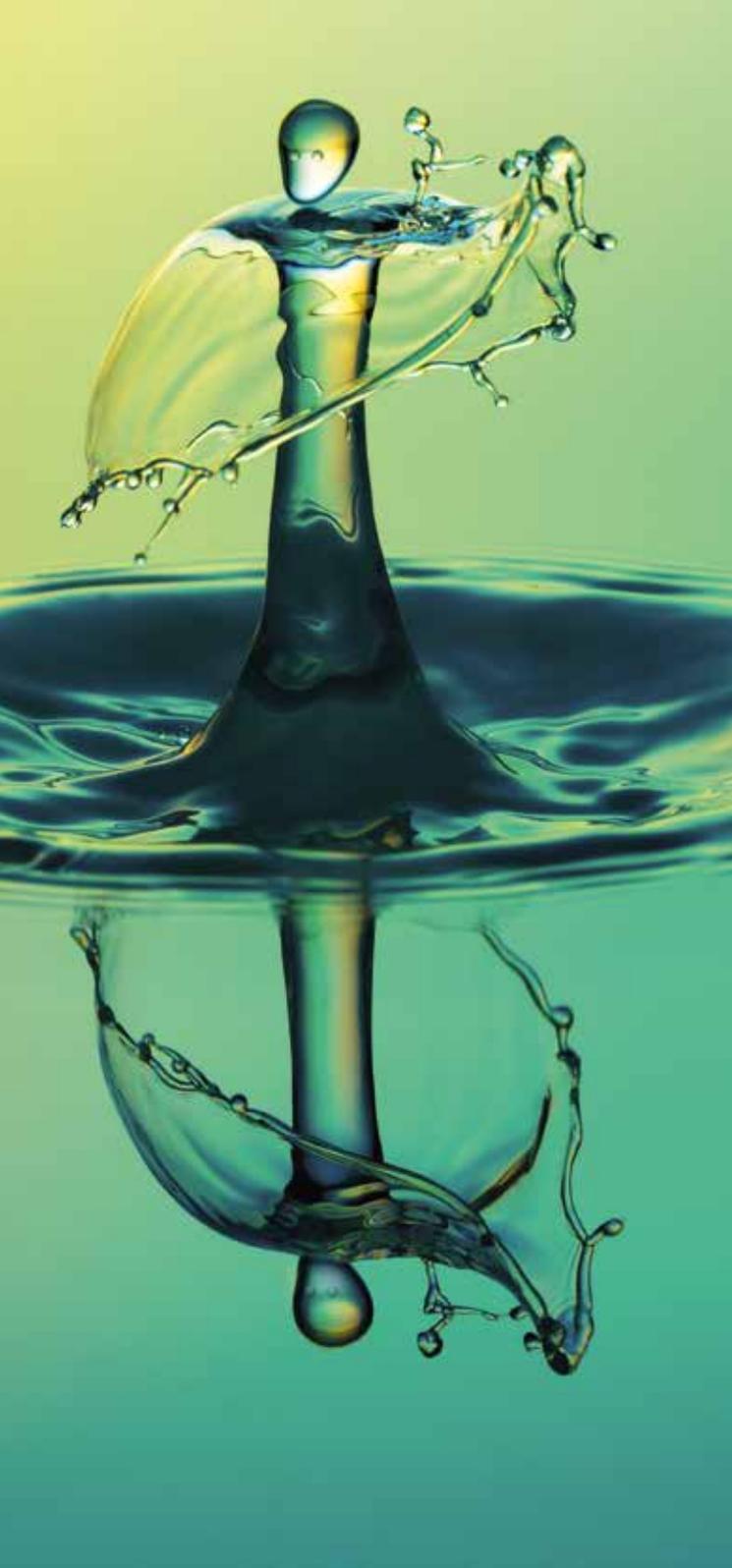
**Includes production, cover story, lead editorial and framed poster of the OFC. The design must comply with Technews' design policy. Graphic must be exclusive to Technews Publishing.*

SA Instrumentation & Control Buyers' Guide (IBG) 2025

- Published September 2024
- Also published online – www.ibg.co.za

Size	Full colour
A4	R38 000
1/2 A4	R27 100
1/3 A4	R23 200
1/4 A4	R19 100

Special positions: Availability and rates on request



DIGITAL RATES 2024

Digital/online advertising rates

The SA Instrumentation & Control (www.instrumentation.co.za) and IBG (www.ibg.co.za) websites are able to deliver you 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 a number of sponsorships available.

Homepage	Cost per month			
Leaderboard <i>(includes leaderboard on news brief, one week per month)</i>	Casual	3-5	6-11	12
Skyscraper	R9 200	R8 400	R7 300	R6 300
Buttons <i>(serves throughout the site)</i>	R11 800	R10 600	R8 600	R5 900
180 x 150 left hand banner (x 2)	R5 200	R4 200	R3 600	R3 300

Category sponsorship	Cost per month			
Leaderboard	Casual	3-5	6-11	12
Skyscraper	R8 300	R7 800	R6 500	R5 700
180 x 150 left hand banner (x 2)	R6 400	R5 900	R5 500	R4 400
	R5 200	R4 200	R3 600	R3 300

Direct mailers

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



DIGITAL RATES 2024

News briefs

Sent every Tuesday and Thursday.

	Cost per week (two news briefs per week)			
	Casual	3+	12+	24+
Leaderboard	R6 500	R6 200	R5 500	R3 800
450 x 75 middle banner	R4 400	R4 200	R3 700	R2 900
600 x 100 bottom banner	R5 200	R4 600	R3 800	R2 900

Sponsored content

Sponsored content on www.instrumentation.co.za

- All supplied content will be edited to Technews 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 article.
- The articles will be placed in a relevant category on the website and will also be included on a news brief.

Cost: R38 600 excl. VAT

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.

Contacts:

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

Media consultant: **Heidi Hargreaves**, +27 11 543 5818, heidi@technews.co.za