

**Do something
positive for water**



RATE CARD 2021/2022

Water saving and food production are two great challenges...

SABI magazine focuses on both areas.

Make a difference to water and agriculture

Advertise in Africa's first and only irrigation, water conservation magazine



SABI magazine/tydskrif – established in 2008

+27 21 850 8220 – info@sabi.co.za – www.sabi.co.za





SABI magazine:

- ◆ Print and Digital
- ◆ Digital and electronic copies distributed (35 000)
- ◆ 1 000 glossy magazines printed circulated to key technical decision makers
- ◆ All SABI members in South Africa, Africa and internationally receive the magazine
- ◆ Circulated at airports and embassies

Who reads SABI magazine?

- ◆ Farmers and agricultural managers nationwide
- ◆ Irrigation engineers, technicians and related professionals
- ◆ Water sector specialists
- ◆ The Green Sector
- ◆ Landscape specialists
- ◆ Golf course supervisors
- ◆ Energy sector
- ◆ Decision makers in government and business
- ◆ Government ministers and departments
- ◆ University and research personnel
- ◆ Municipalities
- ◆ Gardeners
- ◆ Industries with an interest in water saving

How is SABI magazine circulated:

- ◆ To SABI members and subscribers
- ◆ To partner organisations' members, like SAGIC and SANCID
- ◆ Via our social media channels
- ◆ At select airports/car rentals/embassies in South Africa via Media Support Distributors
- ◆ Via SABINET worldwide
- ◆ At relevant shows and partner events in agriculture and landscape.

Why should I advertise?

Introduce your product and service to a high-value, decision making audience in irrigation, agriculture, the Water, the Green and landscape sectors.

DUE TO POPULAR DEMAND

For the first time ever, due to popular demand, SABI magazine will offer three covers in 2021 for purchase to our advertisers

Print and Digital Options

Please speak to us about tailormaking a print/digital/online/electronic newsletter advertising package, and we will work out a costing and a permutation of media that will suit you best.

For example:

Magazine ad +
Website ad + NewsJet ad
Magazine ad + Facebook ad
+ SABI NewsJet ad
Why worry about material, we can design your print/digital advertisements for you.

SABI MAGAZINE DIGITAL – TRUE RICH CONTENT

Geared to your technical product & feature – video ads



OUR WATER SAVING PLEDGE

SABI's mission is the conservation of water, and SABI magazine has pledged to save water. We are reducing our footprint on the environment by reducing paper usage and making more copies of SABI magazine available on digital and social media channels.

December 2020 January 2021

Regenerative farming

- Flowers and florals
- Organics
- Soil matters

Systems and products

- Sprinklers for cooling & fittings.
- Domestic garden irrigation systems
- Compost systems
- Organic products

February 2021/ March 2021

Innovation in Irrigation Irrigation on the Continent of Africa

- Surveying & Design
- AgriTech
- Mobility & Control
- Cloud programmes
- Security

Golf and Sports fields

- Systems & products
- Pivots & moving systems
- Water Meters
- Drones
- Software

April 2021/May 2021

Water quality and health – climate change

Renewable energy

- Water sources
- Water monitoring
- Water quality
- Sustainability
- Recycling and Reusing
- Desalination

Systems & Products

- Dams
- Filters
- Laboratories
- Solar equipment
- Hydro and wind power
- Water testing and water quality.

June 2020/July2020

Precision Farming and Precision Irrigation On-trend, high value crops in South Africa

- Drip irrigation
- Fertigation
- Automation
- Scheduling
- Data

Systems and products

- Pipes
- Pumps
- Storage tanks
- Recreational landscapes and water saving

August 2020/ September 2020

Intelligent Irrigation and undercover – protected growing, future food Irrigation and agricultural marketing

- Artificial Irrigation (AI) in irrigation
- Robots in agriculture
- Greenhouses
- Hydroponics
- Aquaponics
- Food security

Systems and products

- Micro
- Nursery irrigation products
- Urban agriculture irrigation products
- Fire-fighting equipment on-farm

October 2020/ November 2020

Sustainability Goals CONGRESS 2021 SPECIAL EDITION

- Green wall and buildings
- Food gardens
- Frost protection

Systems and products

- HDPE welding
- Data and cloud offerings
- Weather stations
- Domestic drip and micro systems

December 2021/ January 2022

- World class efficiency
- Irrigation training
- Frost protection
- Lifestyle farming
- Conservation farming

Systems and products

- Irrigation courses

Deadlines for Advertisements

Editions

Booking

Advertising Material

December 2020/January
2021

19 October 2021

06 November 2021

February/March 2021

22 January 2021

29 January 2021

April/May 2021

26 February 2021

04 March 2021

June/July 2021

07 April 2021

19 April 2021

October/November 2021

18 August 2021

26 August 2021

December/January 2021

22 October 2021

29 October 2021

SABI Magazine rates for 2021

SIZE	RATE	2-3 INSERTS	4-6 INSERTS	SABI MEMBER
Full Page	R13 999	R13 230	R12 679	R11 466
Half Page	R10 805	R10 474	R10 080	R8 269
Quarter Page	R6 285	R5 733	R5 072	R4 410
Video in ads *	R2 000.00	Per edition		

* Link to Video required (YouTube/Facebook/Instagram etc)

Special Positions - Full Page - Video Linked

SIZE	RATE	2-3 INSERTS	4-6 INSERTS	SABI MEMBER
Cover Page *	R25 000			R20 000
Inside Front Cover	R15 015	R14 175	R13 545	R12 128
Inside Back Cover	R15 015	R14 175	R13 545	R12 128
Outside Back Cover	R15 225	R14 385	R13 560	R12 600

* Cover includes two page feature - Please note rates exclude VAT and agency commission

Digital/Online advertising rates

	BANNER	LARGE	SMALL	JOB
Size in pixels	1200 x 300	600 x 300	600 x 150	N/A
Cost p/m	R5 250	R3 150	R2 100	R1 000

www.sabi.co.za homepage rates

SABI NewsJet rates (published four times a year)



ADVERT 1200 x 300px

1 Edition
2 Editions
3 Editions
4 Editions

Banner advert

R2 000
R1 000
R1 000
R1 000

Anchor advert

R1 500
R1 000
R1 000
R1 000

Advertising Specifications

Electronically produced and supplied as a:

- ▶ pdf (pdf/X-1a:2001)
- ▶ .jpeg or .tiff
- ▶ Adobe Illustrator(ai)
- ▶ Photoshop (psd)

Artwork, images & colours supplied must be:

- ▶ CMYK colour format
- ▶ with a resolution of 300dpi.
- ▶ All final artwork needs to include a "bleed" (min 3mm around artwork)

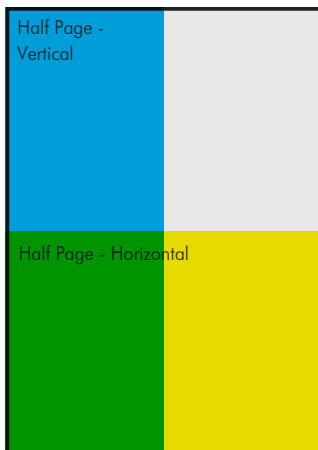
Sent by :

- ▶ Email - Dropbox - WeTransfer or similar

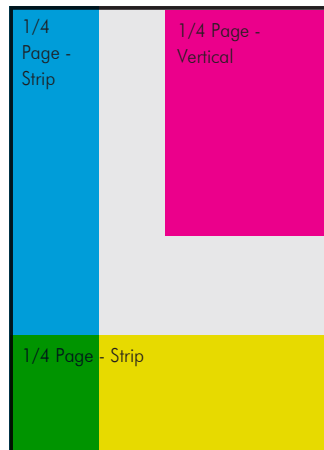
PAGE DESCRIPTION	TRIM SIZE	INCLUDING BLEED	CHECKLIST
Full Page	210mm x 297mm	220mm x 307mm	<ul style="list-style-type: none"> ✓ Ensure that the material you send is the same as the size that you've booked. ✓ Ensure that all text and tables are well within the "TEXT AREA" to avoid information being cut off (see size examples) ✓ Ensure that all material is 300dpi and CMYK. ✓ min 3mm bleed around all artwork
Half Page - Vertical	105mm x 297mm	115mm x 307mm	
Half Page - Horizontal	210mm x 148.5mm	220mm x 158.5mm	
1/4 Page - Vertical	105mm x 148.5mm	115mm x 158.5mm	
1/4 Page - Strip Horizontal	74.25mm x 210mm	84.25mm x 220mm	
1/4 Page - Strip Vertical	52.5mm x 297mm	62.5mm x 307mm	

Layout Examples of Advert

Half Page examples



1/4 Page examples



Design services for advertising material

Remember - design services are available for your advertising needs.

SABI Branch meeting sponsorship R5000



Please ask Riana at riana@sabi.co.za, about sponsoring one of the SABI branch meetings to supplement your ad spend in SABI magazine.

NB – we can design your print, web or electronic newsletters advertisements, brilliant quality at excellent rates.

