Our vision is to spread the messages and knowledge of efficient irrigation, water conservation and sustainability in the agriculture (rural) and landscape (urban) spheres.

Advertise now in Africa’s only irrigation and water conservation magazine. Also the official technical journal for SABI.

Rate Card 2019/2020

+27 21 850 8220 | info@sabi.co.za

www.sabi.co.za

Water is Sacred
Save it.

Water is Sacred
Save it.
10 years of water saving publishing – Africa’s only irrigation and water conservation magazine.

Print
5000 audited

Established 2008

Digital
35 000

Readership – 35 000
Circulated digitally via SABINET and digital subscriptions

SOCIAL MEDIA

HIGH VALUE DISTRIBUTION
To influencers

Website

SABI Magazine rate card 2019/2020

SOUTH AFRICAN IRRIGATION INSTITUTE
SUID AFRIKAANSE BESPROEIINGSINSTITUUT

Publishing since 2008 – Africa’s only irrigation and water conservation magazine.
Why advertise in SABI magazine?

- SABI magazine is Africa’s only irrigation and water conservation magazine.
- SABI magazine was established 10 years ago, and is available in digital (35 000 shares) and glossy print (5 000 copies are printed and distributed).
- You can add value by advertising on the web www.sabi.co.za or in our digital newsletters, or by sponsoring a SABI branch meeting.
- SABI is the official journal of the South African Irrigation Institute (SABI).
- SABI magazine has an influential and technical readership in irrigation, agriculture, landscape, the green industry, municipalities, government and the general public.
- SABI magazine’s major message is to emphasise the sharing of knowledge on efficient water use, water conservation and sustainability.
- If you want to do something positive and practical for water conservation and sustainability advertise in SABI magazine.

Legitimate, targeted and professional distribution

ABC audited 5 000 high gloss print copies.

Average readership in print and digital 35 000

Readers include decision makers: engineers, technicians, irrigation designers, scientists, irrigation specialists, irrigation store owners, irrigation entrepreneurs, farmers, corporates in irrigation and water sector, solar and renewable power specialists, water scientists, soil experts, lecturers, students, sustainability specialists, agri entrepreneurs, landscape irrigation specialists, landscape designers, landscape technicians, landscape architects, landscape companies, green keepers, the Green sector, nurseries, government, municipalities, business travellers and water conservationists.

Professionally distributed by Media Matters to airports, car rentals and other venues.

Also circulated at agri, landscape, water and irrigation events, such as SABI National Congress and SANCID.

Circulated in print and digital forms to decision makers in government, academic institutions, embassies, car rentals, airports, corporate companies, markets, trade events, professionals and specialists in the irrigation, sustainability and water sectors.
Features for 2019-2020
SABI National Congress happens this year so you can expect constant coverage of this event throughout the year.

<table>
<thead>
<tr>
<th>EDITIONS</th>
<th>BOOKING</th>
<th>ADVERTISING MATERIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 2018/January 2019</td>
<td>12 November</td>
<td>12 November 2018</td>
</tr>
<tr>
<td>February/March 2019</td>
<td>21 January 2019</td>
<td>25 January 2019</td>
</tr>
<tr>
<td>April/May 2019</td>
<td>22 February 2019</td>
<td>4 March 2019</td>
</tr>
<tr>
<td>June/July 2019</td>
<td>10 April 2019</td>
<td>17 April 2019</td>
</tr>
<tr>
<td>August/September 2019</td>
<td>19 June 2019</td>
<td>8 July 2019</td>
</tr>
<tr>
<td>October/November 2019</td>
<td>16 August 2019</td>
<td>26 August 2019</td>
</tr>
<tr>
<td>Dec 2019/January 2020</td>
<td>18 October 2019</td>
<td>25 October 2019</td>
</tr>
</tbody>
</table>

December 2018/January 2019
- Microgreens and exotic greens
- Rainwater harvesting
- Rainwater tanks and storage
- Fertigation and fertilising
- Greywater
- The Land debate
- Irrigation as a career
- Drones technology

April/May 2019
- Wine and grapes
- Climate change and sustainable use of resources
- Equipment and tools for agri and landscape
- State of our rivers
- Food gardens
- Composting
- Solar energy
- Micro sprinklers

June/July 2019
- Macadamia nuts
- Bananas
- SABI National Congress edition
- Drip irrigation
- Digital technology & trends in agriculture and landscape
- Filters
- Water measurement and meters
- Solar Pumps
- Golf and sportsfields
- Sustainable housing estate trends

August/September 2019
- Vegetables / Blueberries
- Greenhouses and growing undercover
- Hydroponics
- Aquaponics
- Strategic Water Partners Network (SWPN)
- Workwear and footwear
- Women’s month

October/November 2019
- Citrus
- Mushrooms
- Organics
- Green walls
- Workwear on farm and for landscape
- Fertigation and fertilisation trends
- Large and small garden irrigation
- Food gardens

December 2019/January 2020
- Flowers and florals
- Proteas
- Agri banking
- Irrigation training and careers
- Wind energy on farms
- Wine estate gardens
# SABI Magazine rates for 2018/2019

Please note rates exclude VAT and agency commission

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
<th>2-3 INSERTS</th>
<th>4-6 INSERTS</th>
<th>SABI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>R12 600.00</td>
<td>R12 000.00</td>
<td>R11 500.00</td>
<td>R10 400.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>R9 800.00</td>
<td>R9 500.00</td>
<td>R9 200.00</td>
<td>R7 500.00</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>R5 700.00</td>
<td>R5 200.00</td>
<td>R4 600.00</td>
<td>R4 000.00</td>
</tr>
<tr>
<td>Classifieds</td>
<td>3 000.00</td>
<td></td>
<td></td>
<td>2 800.00</td>
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</table>

**SPECIAL POSITIONS**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE</th>
<th>2-3 INSERTS</th>
<th>4-6 INSERTS</th>
<th>SABI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>R14 300.00</td>
<td>R13 500.00</td>
<td>R12 600.00</td>
<td>11 550.00</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>R14 300.00</td>
<td>R13 500.00</td>
<td>R12 600.00</td>
<td>11 550.00</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>R14 500.00</td>
<td>R13 700.00</td>
<td>R13 000.00</td>
<td>12 000.00</td>
</tr>
</tbody>
</table>

### Multimedia advertising rates

www.sabi.co.za homepage rates

<table>
<thead>
<tr>
<th>ADVERT</th>
<th>SIZE (PIXELS)</th>
<th>1 MONTH</th>
<th>2 MONTH</th>
<th>6 MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>1200 x 300</td>
<td>R5 000</td>
<td>R5 500</td>
<td>R6 500</td>
</tr>
<tr>
<td>Large</td>
<td>600 x 150</td>
<td>R3 000</td>
<td>R3 500</td>
<td>R4 500</td>
</tr>
<tr>
<td>Small</td>
<td>360 x 180</td>
<td>R2 000</td>
<td>R2 500</td>
<td>R3 500</td>
</tr>
<tr>
<td>Jobs</td>
<td>N/A</td>
<td>R500</td>
<td>R1 000</td>
<td>R1 500</td>
</tr>
</tbody>
</table>

### Design services for advertising material

Design services are available for your print and Internet advertising needs.
## SABI NewsJet rates
published four times a year

<table>
<thead>
<tr>
<th>ADVERT 1200 x 300px</th>
<th>Banner advert</th>
<th>Anchor advert</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Edition</td>
<td>R1 000</td>
<td>R1 000</td>
</tr>
<tr>
<td>2 Editions</td>
<td>R1 000</td>
<td>R1 000</td>
</tr>
<tr>
<td>3 Editions</td>
<td>R1 000</td>
<td>R1 000</td>
</tr>
<tr>
<td>4 Editions</td>
<td>R1 000</td>
<td>R1 000</td>
</tr>
</tbody>
</table>

## SABI Branch meetings

Please enquire with 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, high quality at excellent rates.
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

<table>
<thead>
<tr>
<th>Page Description</th>
<th>Trim Size</th>
<th>incl. Bleed</th>
<th>Checklist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>210mm x 297mm</td>
<td>220mm x 307mm</td>
<td>✓ Ensure that the material you send is the same as the size that you’ve booked.</td>
</tr>
<tr>
<td>Half Page - Vertical</td>
<td>105mm x 297mm</td>
<td>115mm x 307mm</td>
<td>✓ Ensure that all text and tables are well within the “TEXT AREA” to avoid information being cut off (see size examples)</td>
</tr>
<tr>
<td>Half Page - Horizontal</td>
<td>210mm x 148.5mm</td>
<td>220mm x 158.5mm</td>
<td>✓ Ensure that all material is 300dpi and CMYK.</td>
</tr>
<tr>
<td>1/4 Page - Vertical</td>
<td>105mm x 148.5mm</td>
<td>115mm x 158.5mm</td>
<td>✓ 3mm bleed around all artwork please</td>
</tr>
<tr>
<td>1/4 Page - Strip Horizontal</td>
<td>74.25mm x 210mm</td>
<td>84.25mm x 220mm</td>
<td></td>
</tr>
<tr>
<td>1/4 Page - Strip Vertical</td>
<td>52.5mm x 297mm</td>
<td>62.5mm x 307mm</td>
<td></td>
</tr>
</tbody>
</table>

Layout Examples of Adverts

Half Page examples
- Half Page - Vertical
- Half Page - Horizontal

I/4 Page examples
- 1/4 Page - Vertical
- 1/4 Page - Strip

Design services for advertising material
Remember - design services are available for your advertising needs.