



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



**CLIENT BRAND**

- NICHE CAPABILITIES
- CASE STUDIES
- KEY SERVICES
- PRODUCTS

*African Fusion* (AF) aims to provide up-to-date insight into welding technology and the welding industry in southern Africa. The e-edition of the magazine is published online three times a year, in March, July and November, and distributed via an email database.

AF is split into three sections.

1. 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.
2. The central section of the magazine includes one or two white or 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.
3. The third and main section of 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.

**South Africa and Africa wide circulation**

Country/region	Distribution	%
Central Africa	83	1.7
East Africa	79	1.7
North Africa	14	0.3
West Africa	752	15.8
Southern Africa	361	7.6
Rest of the world	60	1.3
South Africa	3 400	71.6
<b>Total E-editions</b>	<b>4 749</b>	<b>100.0</b>

*African Fusion is sent to all SAIW members as well as welding-NDT- and metal fabrication-related companies and personnel across Africa.*

## MAGAZINE ADVERTISEMENT RATES AND SIZES (PER INSERTION EXCL VAT)

All advertising material to be supplied as a press optimised PDF a minimum resolution of 300 dpi and saved using CMYK colour coding. A4 adverts should be submitted with 3 mm of bleed all round.

	Rate per insert (excl VAT)	Size (mm)
Full page (A4)	R26 250	297×210 (+3 mm bleed all-round)
Half page (vertical or horizontal)	R19 900	260×90 (V) or 130×180 (H)
Third page (vertical or horizontal)	R16 500	260×55 (V) or 85×180 (H)
Quarter page	R13 000	130×100
Footer strip	R8 400	40×180

## DIGITAL ADVERTISEMENT RATES AND SIZES

All digital adverts can be static or animated at a resolution: 72 dpi and saved in png, jpg or gif formats. AF website advertisements are charged per calendar month.

	Rate per insert (excl VAT)	Digital size (pixels)
AF website header banner	R8 750	545×90
AF website centre banner	R7 750	545×90
Large online rectangle (RH column)	R5 900	360×200
Standard online rectangle (RH column)	R3 750	360×100
Newsletter Top banner	R5 250	600×110
Newsletter centre banner	R4 750	600×110
E-edition mailer (per issue)	R7 500	800×200

## TAILORED PACKAGES AND DISCOUNTS

Tailored packages combining magazine, online, social media, video and newsletters are available and a 15% discount on these rates is available to any combination of advertising in three consecutive issues

An outside front cover package consisting of a company-dedicated and branded outside front cover design along with double page cover story. *African Fusion* can design the cover and produce the cover story on instruction from the client at no additional charge, with a guarantee of prior approval and sign off prior to publishing. Interviews are also available for the DPS cover story.

## BILLBOARD ADVERTISING

Now available as part of any e-edition magazine or online package, Crown Publications is also able to offer Electronic Billboard Advertising at several prime locations. Animated or static advertisements of 15 seconds can typically be displayed 480 times per 24-hour period, with each booking running for a calendar month. Measurement is done by OMC, which will be provided in a campaign report.

**Please note:** digital billboard placements can only be booked as part of a package that also includes magazine and online advertising.

## DEADLINES 2025

Issue	Editorial Deadline	Booking Deadline	Material Deadline
March-April	2 March	2 March	9 March
July-August	29 June	29 June	6 July
November-December	2 November	2 November	9 November

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