SOUTH AFRICAN

INSTRUMENTATION AND
CONTROL

2025
Media Kit
Print | Online | News Briefs

Official publication of the SAIMC

SAIMC
INSPIRING AUTOMATION

www.instrumentation.co.za

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

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

22 000+ pageviews per month

12 000+ users per month

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 8 400 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

- 3 800+ 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

FEATURES 2025

Industry and technology features

Month	Industry Sector Features	Technology Regulars	Technology Features
February Deadline: 13 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: 10 February	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: 10 March	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 and operations
May Deadline: 7 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: 12 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: 9 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, mechatronics & electric drives)	Fieldbus & industrial networking Vision systems

FEATURES 2025

Industry and technology features

Month	Industry Sector Features	Technology Regulars	Technology Features
August Deadline: 14 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 2025: Deadline: 14 July			
IBG 2026: Deadline: 25 July			
September Deadline: 11 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: 8 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 Maintenance, repair and operations
November Deadline: 13 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, mechatronics & electric drives)	Laboratory & analytical System integration and control systems design
January 2026 Deadline: 17 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 2025

Advertising rates and sizes

SA Instrumentation & Control

Full colour	Insertions			
Size	Casual	4-5	6-9	10+
$^1/_4$ A4	R22 500	R20 000	R19 200	R18 100
$^1/_3$ A4	R26 800	R24 200	R23 100	R20 400
$^1/_2$ A4	R31 800	R27 500	R26 200	R23 900
A4	R45 400	R40 900	R38 600	R34 900

Special positions	Loose inserts
Outside Front Cover *R63 800	1 page (2 sides) R24 900
Inside Front Cover R44 600	2 pages (4 sides).................................. R32 200
Inside Back Cover R39 700	per page thereafter.......................... R3 100
Outside Back Cover R47 200	

*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) 2026

• Published September 2025
• Also published online – www.ibg.co.za

Size	Full colour
A4	R40 700
$^1/_2$ A4	R29 000
$^1/_3$ A4	R24 800
$^1/_4$ A4	R20 400

Special positions: Availability and rates on request

DIGITAL RATES 2025

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 several sponsorships available.

Homepage	Cost per month			
	Casual	3-5	6-11	12
Leaderboard *(includes leaderboard on news brief, one week per month)*				R 9 800
Skyscraper	R 9 800	R 9 100	R 7 900	R 6 800
Buttons *(serves throughout the site)*	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

Categories sponsorship	Cost per month			
	Casual	3-5	6-11	12
Leaderboard	R 8 900	R 8 300	R 7 000	R 6 100
Skyscraper	R 6 800	R 6 300	R 5 900	R 4 700
180 x 150 left hand banner (x 2)	R 5 600	R 4 500	R 3 900	R 2 500

Direct mailers

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

DIGITAL RATES 2025

News briefs

Sent every Tuesday and Thursday.

News briefs	Cost per week (two news briefs per week)			
	Casual	3+	12+	24+
Leaderboard	R 7 000	R 6 600	R 5 900	R 4 100
450 x 75 middle banner	R 4 700	R 4 500	R 4 000	R 3 100
600 x 100 bottom banner	R 5 600	R 4 900	R 4 100	R 3 100

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: R41 300 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:

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