

SCIENCE FOR SOUTH AFRICA Quest



PRINT ADVERTISING RATES 2023

QUEST: Science for South Africa is a full-colour, quarterly, popular science magazine published by the Academy of Science of South Africa (ASSAf), supported by the Department of Science and Innovation (DSI) and endorsed by the Department of Basic Education (DBE).

ASSAf is the national science academy, recognised by parliamentary statute, Act 67 of 2001, and internationally is a member of the international science academies' organisation, the InterAcademy Panel, and of the Network of African Science Academies.

With more than 500 elected Members drawn from all scientific disciplines, it performs independent studies on important science-based topics, publicly advising the nation and its government.

Its vision is to be the apex organisation for scholarship in the country that serves society through multidisciplinary, authoritative and independent action.

The Members of ASSAf are from senior leadership positions, elected on the double criteria of excellence in their fields of scholarship, as well as service to the nation. They are drawn from the country's higher education institutions (including vice-chancellors, deputy vice-chancellors, deans, and research directors) and science councils (including presidents, vice-presidents, and directors of national facilities in these organisations). A smaller number occupies key positions in government departments and big corporations.

QUEST, the target audience is the youth in and out of school and the general public. It is totally dedicated to presenting South Africa's scientific achievements and ongoing research. More than half of the South African population is under 23 years of age and just under two-thirds under 35. With a strong interest in science and mathematics, these learners are destined to become key thought leaders and influential opinion-formers.

QUEST is also distributed through the engagement events of the South African Agency for Science and Technology Advancement (SAASTA), the DSI and DBE,

in support of projects and initiatives that target the youth, science educators, and scientists (e.g. SciFest Africa; Olympiads; National Science, Engineering and Technology Week; Women-in-Science Awards).

In a recent readership survey, 84% of our readers indicated that they share their copy of QUEST with more than three other people. QUEST collaborates with several projects and initiatives including the NSTF Brilliants Programme, the Eskom Young Scientist Awards, Eding International Science Festival event, Science Tube, National Science Olympiads, National Science Week, the Mintek Quiz and science Centres in the SAASTE network.

5000 COPIES ARE PRINTED QUARTERLY AND SENT BY POST TO:

- 1928 schools in nine provinces that offer mathematics and physical science.
- 224 public libraries nationally.
- 26 public universities.
- 56 university libraries.
- 21 private schools.
- 138 subscribers.
- 33 science centres in the SAASTE network.

COPIES ARE FURTHER DISTRIBUTED AT CAREER EXPOS IN:

- KwaZulu-Natal
- Limpopo
- Mpumalanga

Published by the Academy of Science of South Africa



Advertisement Bookings 2023

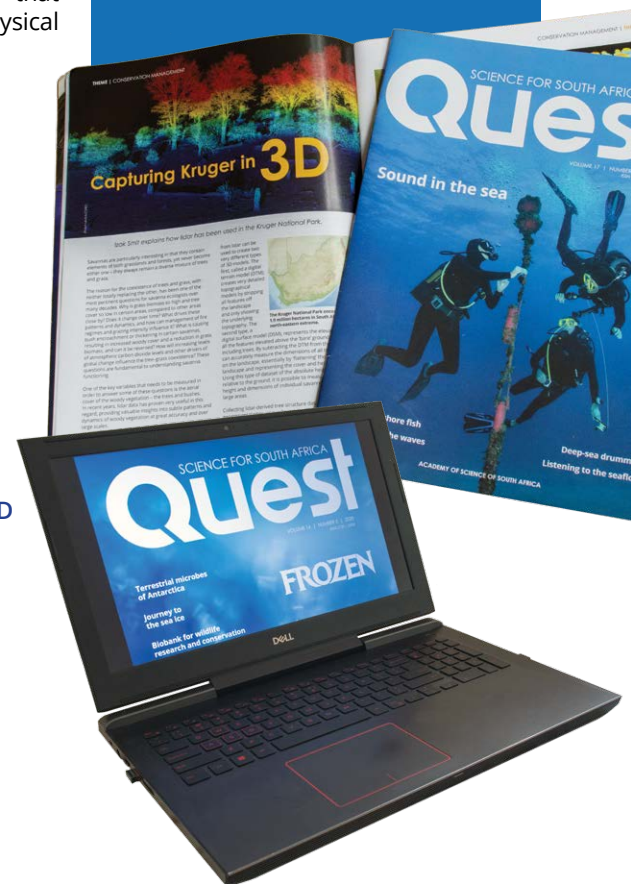
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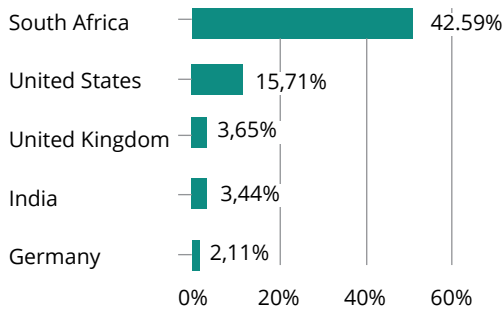
Quest: Science for South Africa
Academy of Science of South Africa,
Pretoria

questeditor@assaf.org.za



The magazine is also accessible electronically on www.questonline.org.za

Data below for the period 1 January 2022 to 31 January 2023



Top 5 visiting countries: Users



AD SIZE DIMENSIONS MM

Ad size	Dimension in mm
DPS	Trim: 420 x 297 Type: 400 x 277 Bleed 430 x 277
Full page	Trim: 210 x 297 Type: 190 x 277 Bleed 220 x 307
Half page horizontal	Trim: 210 x 148 Type: 190 x 128 Bleed 220 x 158
Half page vertical	Trim: 105 x 297 Type: 85 x 277 Bleed 115 x 307
Third page horizontal	Trim: 210 x 99 Type: 109 x 79 Bleed 220 x 109
Third page vertical	Trim: 70 x 297 Type: 50 x 277 Bleed 80 x 307
Quarter page horizontal	Trim: 210 x 74 Type: 190 x 54 Bleed 220 x 84
Quarter page vertical	Trim: 105 x 148 Type: 85 x 128 Bleed 115 x 158

Please note the following

- Material should be supplied in a pressoptimised PDF format colours converted to CMYK. Material should be made up in bureau software (e.g. Quark, InDesign, Freehand, Illustrator) before converting to PDF. Note that material made up in MS Word and PowerPoint before converting to PDF cannot be accepted as it results in poor printing. Bleed should be added equally on all sides of the artwork.
- Liaise with the QUEST Advertising Office rather than submitting incorrect material.
- Material must be accompanied by a correct colour proof. Please note that no responsibility can be taken for incorrect colours, text, font, etc., if no proof was supplied against which to check.

- All advertising material is retained until after publication.
- Any typesetting, design, or layout work required will be for the advertiser's account. (Where such work is required, pictures must be supplied as jpeg and text in MS Word.)
- Invoices are issued by ASSAf. Advertising payments are made to: Academy of Science of South Africa, Standard Bank Hatfield), A/c no: 07 149 4227, Branch code: 011545

RATE CARD

Advert Size	Casual Insertion (per placement excl. VAT)	2-4 Bookings (per placement excl. VAT)
Double Page Spread	R28 388	R25.547
Full page	R20 035	R18 033
Inside Front Cover	R18 368	R16 530
Full Page	R15 862	R14 277
Half Page	R10 018	R9 016
Third Page	R7 977	R7 135
Quarter Page	R5 963	R5 631
Loose Inserts	R12 522	-

QUEST is committed to working with advertisers to ensure viable response from your exposure. To this end, we are happy to consider different advertising options such as teaser campaigns, ads in the middle of a page, centerspreads, bellybands, false covers, attachments onto ad pages and other ideas. Please contact us to review the possibilities.

ASSAf is not registered for VAT. If the advertisement is intended to go to the edge of the page, text and images (those that do not bleed off the page) must fit into the type area, and the artwork must be extended an additional 5mm (bleed) beyond the trim size to ensure that, when the page is trimmed, the text is not cut off and the artwork in fact does go to the edge of the page.

If the advertiser does not want the advertisement to run up to the edge of the page, the entire advertisement must fit into the type area.

MATERIAL

Booking deadline: Six weeks before the issue goes to print, as per booking contract

Material deadline: Four weeks before the issue goes to print, as per booking contract

Frequency: Quarterly

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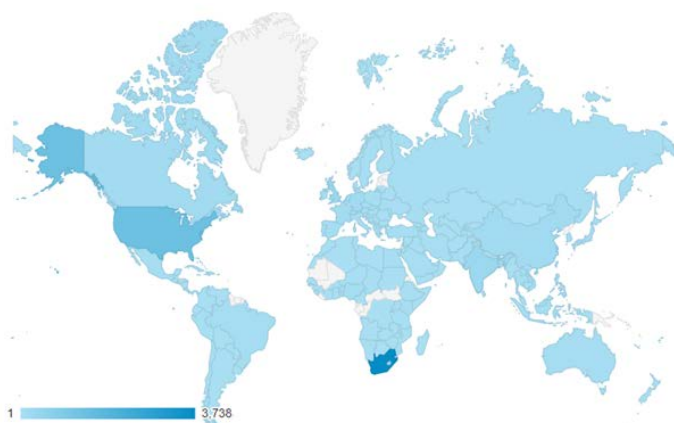
WEB ADVERTISING RATES 2023

About us

Popular science for all!

Published by the Academy of Science of South Africa. Aimed at the youth and the general public who have an interest in the sciences. It aims to present the country's (South Africa) foremost scientific work in an accessible form and can be used to support curricula work at various levels and institutions.

Visit Quest online!
<https://questonline.org.za/>



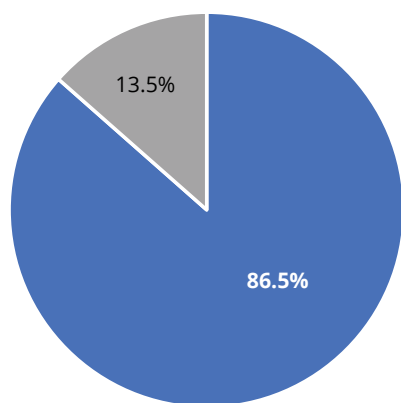
The website provides access to the following:

- News snippets and activities for all to engage in;
- Everything you need to know about how the journal is managed;
- Full open access (for free) to all current and retrospective issues and articles;
- Resources in support of the school curriculum;
- Calendar listing all science events;
- A mailing list keeping contact and sharing science related messages, reaching 2 000+ subscribers, at the click of a button;
- And many more!

Distribution

Trusted science for all!

Highly visible and accessible through Google. The site map for the website has been registered with Google. The *QUEST* mailing list is further used to communicate and highlight important information. An email reaches all 1 800+ (and growing) subscribers when an issue is published, with hyperlinks to the website.



■ New Visitor ■ Returning Visitor

Social Media



2 287

followers



1 992

followers



1 773

members

LET'S GET TOGETHER AND CREATE CHEMISTRY!

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Web statistics January 2022 to January 2023

Impact

Average monthly users: 8,724
 Average monthly page views: 59 029
 Average monthly sessions: 13 307
 Average session duration: 2 min 22 sec
 Top page visits: Home page
 New visitors p/m: 13.5%
 Bounce Rate: 29.27%



Ad Rates

Slider on home page

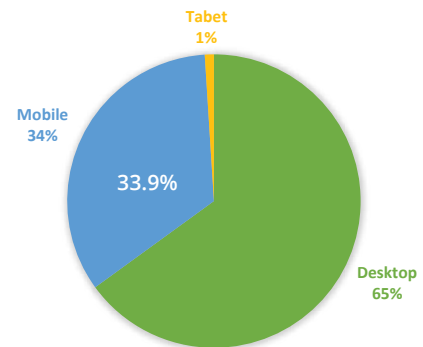
R3 570 p/m (excl. VAT)
 Size: 1366 x 250 pixels

Slider on home page (below banner)



<https://questonline.org.za>

E-devices



- South Africa
- United States
- India
- Spain
- United Kingdom
- Mexico
- Philippines
- Austria
- Belgium
- Canada

Specifications

Rates are per month (excl. VAT)
 Advertiser to provide ad designs in 72ppi.gif or animated .gif or .jpeg
 RGB or Index Colour
 Maximum file size 100 kb

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