

# SCIENCE FOR SOUTH AFRICA Quest



## PRINT ADVERTISING RATES | 2026



*Published by the Academy of Science of South Africa*

**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).**

It is aimed at promoting an understanding of and an interest in science amongst the youth, particularly learners and early careers tertiary students.

Quest aims to expose public audiences to the science going on in South Africa and internationally to awaken and inspire young people to pursue science-related fields as a career option. Quest presents the scientific information in such a way that it supplements and enhances the teaching and learning of science in schools and for early career scientists. It is distributed nationwide for free to private and public schools, Science Centres, Non-Government Organizations, and individual subscribers who pay an annual subscription fee. Each issue is compiled on a specific theme of topical interest informed by school curricula, public and global scientific issues and interest. Since its inception, 84 publications have been successfully published and are accessible on the academy research repository (<https://research.assaf.org.za>)

QUEST is also distributed through the science engagement events of the South African Agency for Science and Technology Advancement (SAASTA), the Department of Science and Innovation (DSI), and the Department of Basic Education (DBE), in support of projects and initiatives that target the youth, science educators, and scientists (e.g. SciFest Africa; Olympiads; National Science Week, Sasol TechnoX, Universities career fairs, Conferences, Engineering and Technology Week; Women-in-Science Awards).

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, FameLab and Science Centres.

The magazine is also accessible electronically on [www.questonline.org.za](http://www.questonline.org.za)

### 15000 COPIES ARE PRINTED QUARTERLY AND SENT BY POST TO:

- 224 public libraries nationally.
- 26 public universities.
- 56 university libraries.
- 22 private schools.
- 138 subscribers.
- 55 science centres and Non-Government Organisations

## ADVERTISEMENT BOOKINGS

2026

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## COPIES ARE FURTHER DISTRIBUTED AT CAREER EXPOS IN:

- Eastern Cape
- Free State
- Gauteng
- KwaZulu-Natal
- Limpopo
- Mpumalanga
- Northern Cape
- Western Cape

## Themes for Quest Volume 22


### THEMES

#### VOL 22.1: | QUARTER 2 Local (knowledge) is lekker!



This edition will explore how traditional knowledge and practices inform scientific discoveries, focusing specifically on agriculture, medicine, and conservation. We aim to highlight the fascinating intersection where ancient, localized wisdom is validated, tested, and integrated by modern scientific methods to solve contemporary challenges. Possible topics:


- Recent IKS developments via CSIR, DST, NWU, University of Venda
- A landmark initiative to accredit traditional healers and knowledge holders
- The value of IKS for science
- IKS as a tool to fight Climate Change
- IKS careers focus



## VOL 22.2: | QUARTER 2 Science for Sustainability

With a sharp focus on climate change, renewable energy, and water security, this theme addresses the critical scientific interventions needed to ensure a sustainable future for the continent. It will showcase local innovations, ongoing research, and actionable models aiming to protect our environment while supporting socio-economic growth in Southern Africa. Possible topics:

- Local innovations in renewable energy technology
- Climate change modelling and predictions for Southern Africa
- Ensuring water security in vulnerable communities



## VOL 22.3: | QUARTER 3 The African energy transition

Subtitled “From coal to renewables - Opportunities and challenges in a decarbonising world”, this issue will tackle the realities of shifting our energy grid. It will look at both the socioeconomic impacts on communities historically reliant on fossil fuels and the technological innovations driving the transition to clean energy. Possible topics:

- The just transition for coal-mining communities
- Grid modernization and energy storage solutions
- Policy frameworks for a decarbonised South Africa



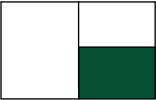

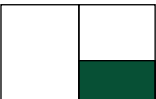
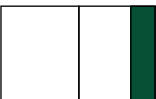
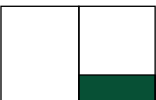
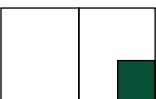


Focusing on water scarcity, pollution, and ocean health, our final edition for the year will confront what many consider the most pressing global challenge. We will look at both the stark realities of our shrinking water resources and the scientific and engineering solutions that could help avert the crisis. Possible topics:

- Tackling plastic pollution in African oceans
- Innovations in wastewater treatment and recycling
- The impact of water scarcity on food security



## AD SIZE DIMENSIONS MM please specify width and height

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 press-optimised 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
- 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.

Excl VAT, per insertion and including advertising agency commission.

## RATE CARD

Advert Size	Casual Insertion (per placement excl. VAT)	2-4 Bookings (per placement excl. VAT)
Double Page Spread	R30 403	R27 360
Outside Back Cover	R21 458	R19 314
Inside Front Cover	R19 672	R17 704
Full Page	R16 988	R15 291
Half Page	R10 729	R9 656
Third Page	R8 544	R7 642
Quarter Page	R6 386	R6 031
Loose Inserts	R13 411	

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, center spreads, bellybands, false covers, attachments onto ad pages, and other ideas. Please contact us to review the possibilities.

## 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

## Quest Online (Homepage)



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

The website provides access to the following:

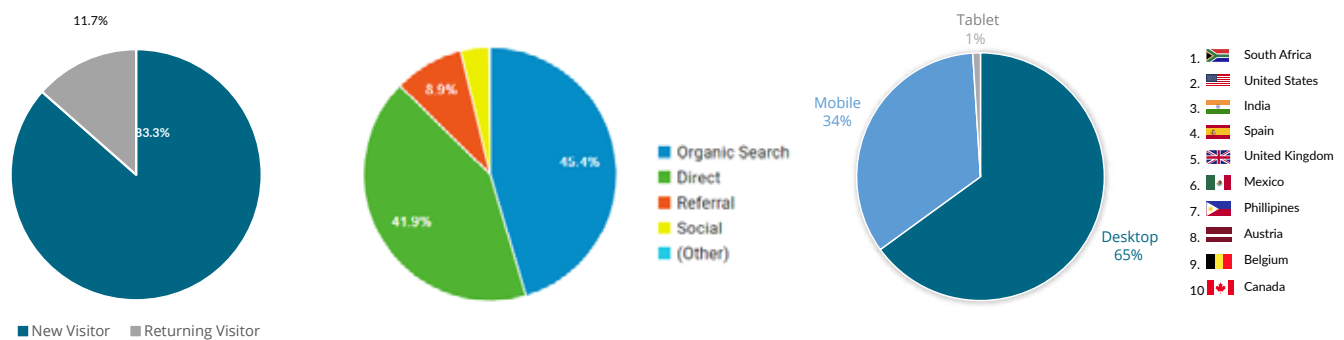
- News snippets and activities for all to engage in;
- Everything you need to know about how the journal is managed;
- Full open access (for free) to all current and retrospective issues and articles;
- Resources in support of the school curriculum;
- Calendar listing all science events;
- A mailing list keeping contact and sharing science related messages, reaching 2 800+ 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 **2800+** (and growing) subscribers when an issue is published, with hyperlinks to the website.

## IMPACT

- Average monthly users: 8,724
- Average monthly page views: 65 029
- Monthly sessions: 25 507
- Top page visits: Home page New visitors monthly average: 1 733
- Bounce Rate: 15.27%



## USERS PER COUNTRY

Country	% Users
1. South Africa	56.87%
2. United States	12.78%
3. France	3.03%
4. Germany	2.73%
5. United Kingdom	2.58%
6. Philippines	1.92%
7. Netherlands	1.70%
8. India	1.62%
9. China	1.40%
10. Finland	1.33%



## WEB ADVERTISING RATES 2025

Placement	Banner Specs (w) x (h) in pixels	Casual Insertion	2-5 Insertions	6-12 Insertions
Sliding Leaderboard Pos 1	1366 x 250	R5 200	R4 680	R4 160
Sliding Leaderboard Pos 2	526 x 240	R3 640	R3 280	R2 910
Medium Rectangle Pos 1	300 x 250	R4 100	R3 690	R3 280
Medium Rectangle Pos 2	300 x 250	R3 800	R3 420	R3 040
Wide Skyscraper	160 x 600	R4 800	R4 320	R3 840

## 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

The image shows a screenshot of the Quest magazine website with several ad placements highlighted. At the top, there is a blue banner for 'Leaderboard Pos. 1' with dimensions 1366 x 250 pixels. Below this, the website content includes a 'What is Quest?' section, a 'Message from our editor' section, and a 'Skyscraper' ad on the right side with dimensions 160 x 600 pixels. At the bottom, there are two 'Medium Rectangle' ad positions (300 x 250 pixels) and another 'Leaderboard Pos. 2' (526 x 240 pixels) at the very bottom.

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## ADVERTISEMENT BOOKINGS



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To advertise in Quest/on the Quest website, please contact:

Barbara Spence | Tel: 011 463 7940 | Email: [barbara@avenue.co.za](mailto:barbara@avenue.co.za)

## DESIGN AND LAYOUT



**Garnett**  
Design Studio

Ilze Garnett-Bennett  
082 899 6798  
[ilzegarnettbennett3@gmail.com](mailto:ilzegarnettbennett3@gmail.com)

To have artwork designed please contact:

Ilze Garnett-Bennett | Tel: 082 899 6798 | Email: [ilzegarnettbennett3@gmail.com](mailto:ilzegarnettbennett3@gmail.com)