

SAFETY & SECURITY

DIRECTORY

MAGAZINE

Advertising Costs & Specifications Excl Agency Comm & VAT:

Prime positions / Special Packages

Front Page (Magazine Face) – R 28, 500/US\$ 2,150

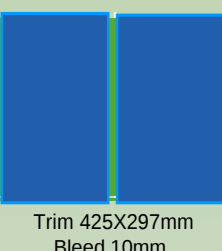
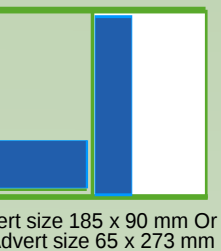
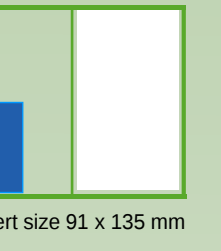
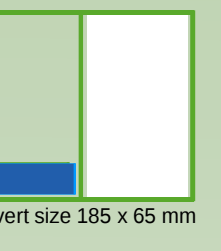
- Full Page advert
- Full page Editorial
- Three months free web banner
- Three months free online video

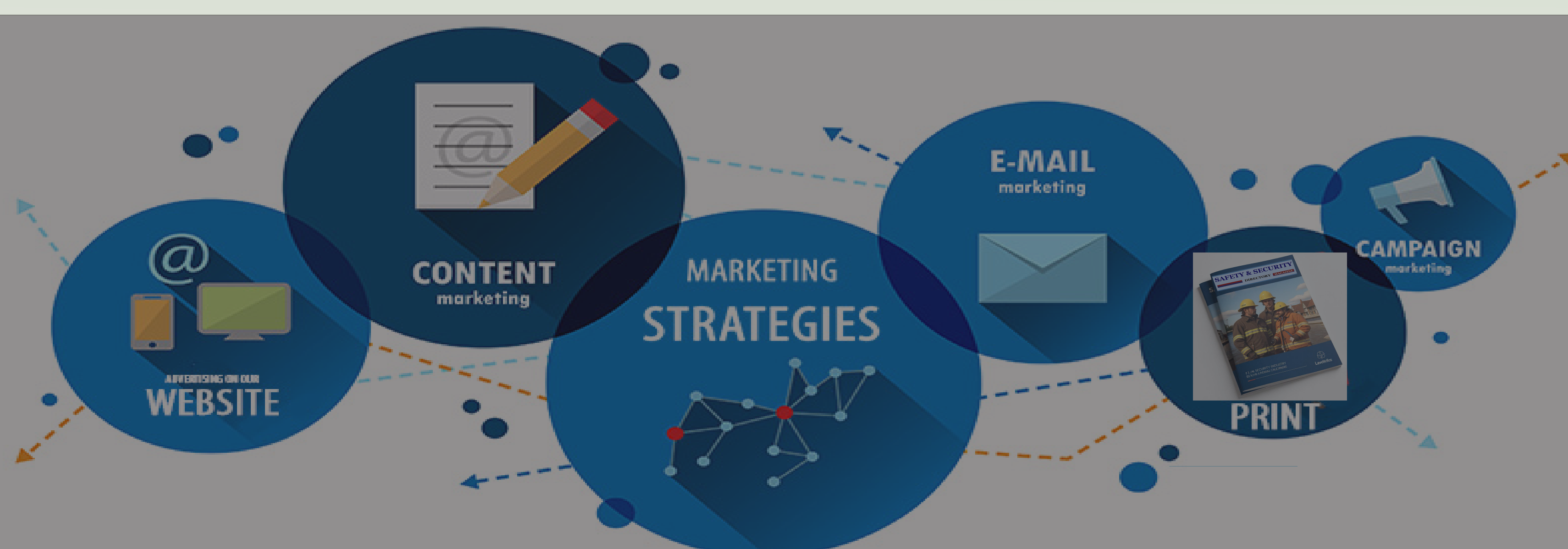
Front Inside Page– R 26, 250/ US\$ 1, 960

- Full page Editorial
- Three months free web banner
- Three months free online video

Back Outside/Inside Cover –R 24, 250/US\$ 1, 810

- Full page Editorial
- Three months free web banner
- Three months free online video

	Double Page Spread	Full Page (Vertical)	Half Page (Horizontal / Vertical)	One Third Page (Horizontal/ Vertical)	Quarter Page (Vertical)	Strip Advertisement (horizontal)
	 Trim 425x297mm Bleed 10mm Gutter 15mm Type Area 385 x 267mm	 Trim 210 x 297mm Bleed 10mm Type Area 180 x 267mm	 Advert size 185 x 135 mm Or Direct 220 x 148 mm Type area 180 x 135 mm	 Advert size 185 x 90 mm Or Advert size 65 x 273 mm	 Advert size 91 x 135 mm	 Advert size 185 x 65 mm
1 Edition	R26, 450-00 US\$1, 820-00	R18, 950-00 US\$1, 420-00	R12, 250-00 US\$920-00	R8, 950-00 US\$670-00	R7, 550-00 US\$550-00	R4, 950-00 US\$380-00
2 Editions	R18, 950-00 US\$1, 360-00	R14, 450-00 US\$1, 080-00	R9, 950-00 US\$760-00	R6, 950-00 US\$520-00	R5, 500-00 US\$410-00	R3, 500-00 US\$280-00
3-4 Editions	R14, 450-00 US\$1, 080-00	R12, 950-00 US\$970-00	R9, 980-00 US\$748-00	R8, 980-00 US\$670-00	R7, 550-00 US\$570-00	R6 250-00 US\$470-00



Showcase Your Services...Showcase Your Expertise... Showcase Your Products to the RIGHT AUDIENCE!

Expert in safety and security integration?

You have to advertise your services and smart technology in this magazine,

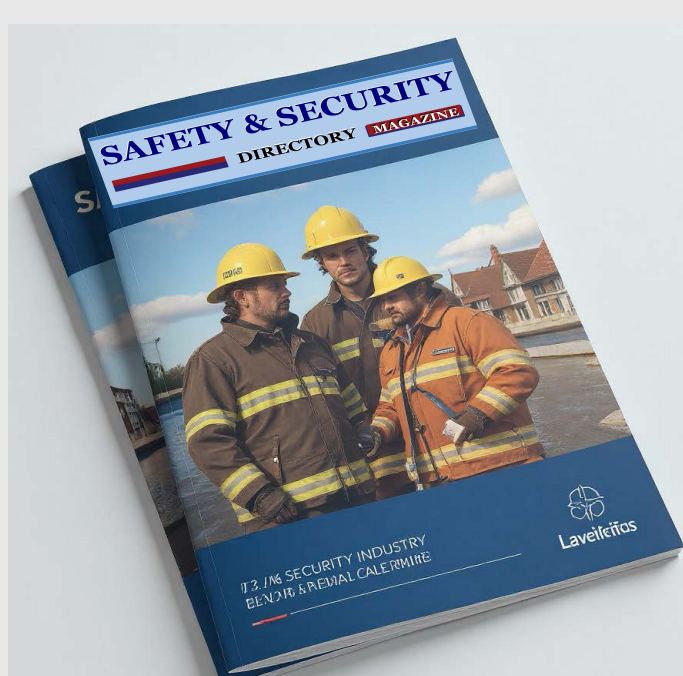
Marketing a new safety and security-related product, tool equipment?

This magazine reaches thousands across Africa, not to mention the world-wide audience who reads the publication online and through our weekly newsletters.

You got the knowledge needed to ensure efficient security for any organization?

You guessed it... showcase that expertise in this magazine!

Our aim is to help your business gain the best possible advantage through working together and ensuring your marketing needs are met in terms of your advertising dollar. The Safety & Security Directory magazine is currently distributed in March, June, September and December to over 78000 safety and security oriented companies, organizations and government institutions/facilities, managing directors, risk management and safety managers, procurement heads and executive members, and industry stakeholders, The Safety & Security Directory contains reports from each African state as well as many interesting and relevant industry articles, corporate profiles and promotions.



To receive a copy of the 2026 media kit email info@safety-securitydirectory.com

ADVERTISING PACKAGES

New options for 2026 allow you to target the advertising avenue that is best for you – print, web, Blogs, social media, e-blasts, or a combination of what works best with your marketing strategy!

THE MORE ISSUES YOU ADVERTISE IN, THE BETTER THE DEAL!

The more business you do with Safety & Security Directory Magazine, the better the deal you'll get for your advertising dollars. We'll work with you to create a marketing strategy that targets the buyers you want to do business with!

OUR READERS ARE YOUR BUYERS

In the print magazine, your advertisement can be hyperlinked right to your website. In all of our digital options, your advertisement or Blog can link right to your site and / or to your products catalogs.

Have Direct Reach to Millions Online Readers

Visualize your Company, Products and Services on the best Online Safety & Security Directory platform: www.safety-securitydirectory.com



E-Newsletter 2026 Stats



OPEN RATES **85%**
AVERAGE

78260
DATABASE NUMBERS



.60% CTR
ADVERTISING AVERAGE

E-NEWSLETTER

Distributed every fortnight on to databases of our print and digital magazine subscribers and any other registered online visitors on our website. The e-newsletters contain latest safety & security trends in Africa, industry news, articles, industry leaders and products profiles from recent market data, business activities and extra content such as videos or podcasts.

LEADER BOARD OR BOX POSITIONS

Choose the Leaderboard or Box and your brand/product messaging will be included in all e-newsletters sent in the calendar month.

Price: R14, 450.00/\$1,250.00 per month position.

SPONSORED CONTENT POSITIONS

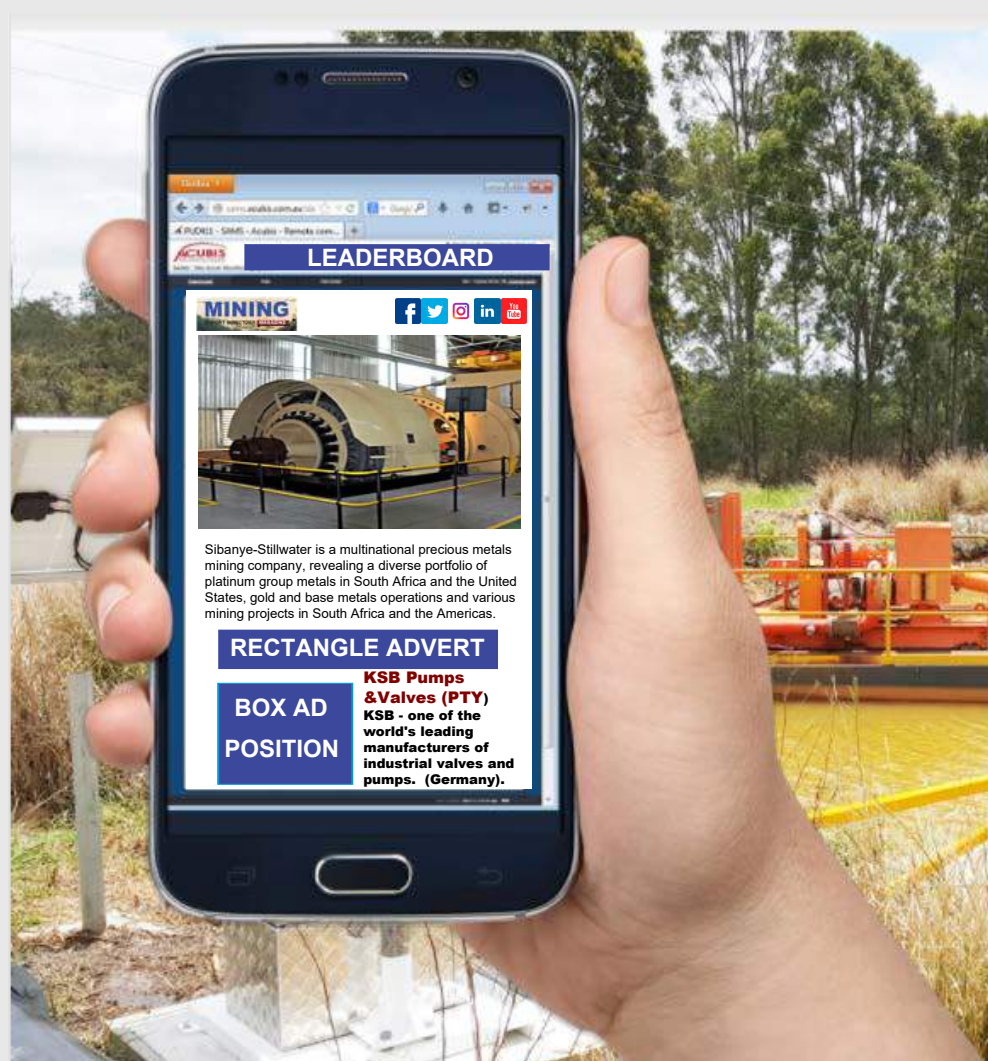
Available to purchase on an per email basis - pick any week of the month to suit your business marketing needs or a specific product launch. Limited to one sponsored content message per email.

Price per insertion R9, 950.00/\$780.00

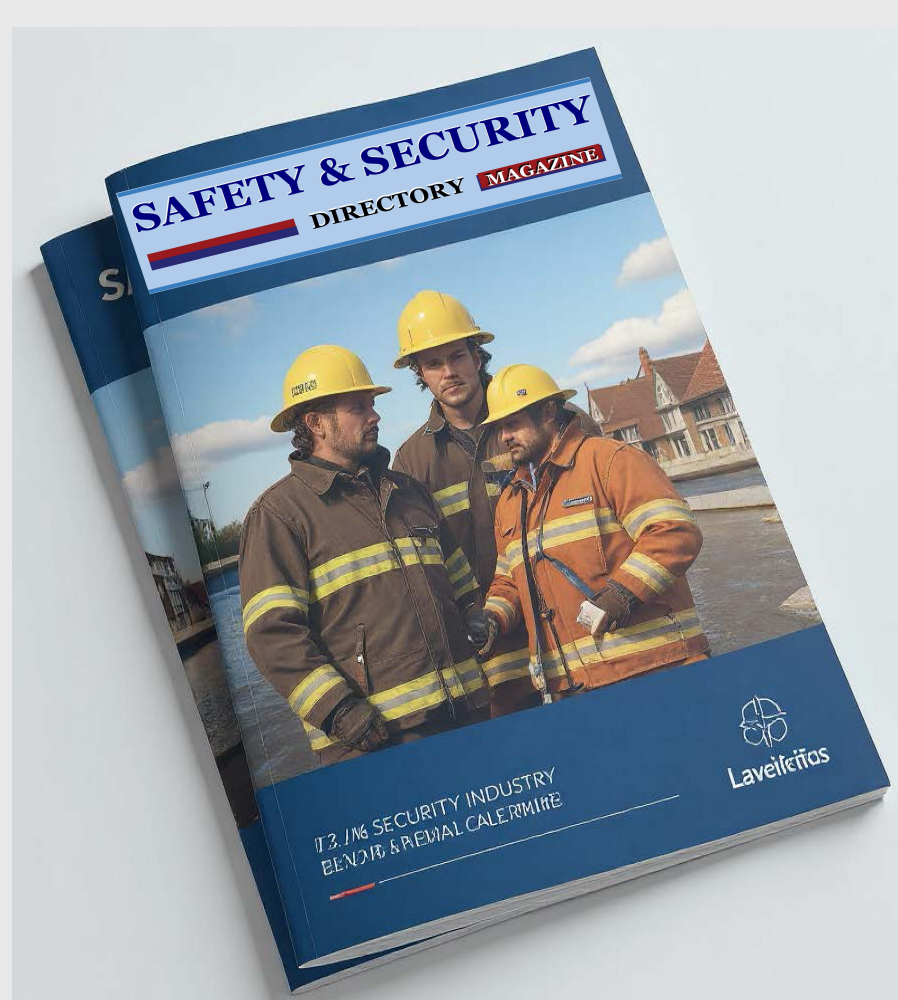
All positions are subject to availability. Booking deadline is the Wednesday of the fortnight prior. Material deadline is the Thursday of the Fortnight prior. All rates include full colour. Excluding Agency comm & VAT.

MATERIAL REQUIREMENTS & SPECS:

- Banner: 760px x 120px
- Rectangle: 800px x 150 px
- Box: 300px x 250px
- Sponsored Content: Maximum 800px wide plus 200 words
- JPEG or GIF image or PNG format only
- No larger than 5mb
- NB: Not all email providers support .gif animations or video therefore ensure all important messaging appears on the first frame.



Book Your Spot Now and be part of top brands in our in our weekly e-Newsletters. Supply material to: info@safety-securitydirectory.com



Advertising Costs & Specifications Excl Agency Comm & VAT:

TECHNICAL SPECIFICATIONS

Accepted Formats: GIF and JPEG, Animated, Flash Max File Size 1 Mb Max 15 seconds animation or 3 loops 18 frames per second

Banner Size	Units in Pixels	3 Months	6 Months	9 Months	12 Months
Leaderboard	728 x 90	R7 950.00 / US\$685.00	R12 450.00 / US\$1 110.00	R18 450.00 / US\$1 630.00	R24 500.00 / US\$2 150.00
	336 x 280		R11 620.00 / US\$980.00	R16 200.00 / US\$1 450.00	R19, 540.00 / US\$1 820.00
Square Banner	125 x 125	R6 200.00 / US\$ 550	R10 250.00 / US\$960.00	R14 950.00 / US\$1 350.00	R18 450.00 / US\$1 580.00
Wide Skyscraper	160 x 600	R7 200.00 / US\$ 660.00	R12 450.00 / US\$1 120.00	R17 320.00 / US\$ 1 580.00	R21 550.00 / US\$1 970.00
Square Button	250 x 250	R3 750.00 / US\$ 280.00/	R6 450.00 / US\$ 430.00	R8 950.00 / US\$610.00	R 11 450.00 / US\$ 760.00
Pop-under	720 x 300	R10 500.00 / US\$920.00	R17 500.00 / US\$	R24 450.00 / US\$2 110.00	R26 450.00 / US\$2 210.00

Online Rates

Expose your company brand and showcase your products to the right audience on the pronounced platform which have a solid track record of generating leads and increase sales in a cost effective way.



Contact Details: advertise@safety-securitydirectory.com

Tel: +27 61 050 2537 / +27 78 368 7174

Address:
7830 Praia Crescent
Randburg, 2188.
Gauteng,
South Africa
www.safety-securitydirectory.com

Email: info@safety-securitydirectory.com

Email: advertise@safety-securitydirectory.com

Web: www.safety-securitydirectory.com

In today's interconnected world, Online advertising has become a powerful tool for businesses to reach their target audience effectively. The Safety & Security Directory Magazine aims to create a strong brand recognition foundation, connect industry equipment manufacturers, suppliers and exporters with potential buyers, provide valuable industry insights, and showcase the latest fire, safety, security equipment, trends and technologies through our Online advertising platforms. By advertising on our platforms your organization can enhance its visibility, attract new customers, and strengthen your position in the African industry. Learn more about advertising! email us your request to : advertise@safety-securitydirectory.com

Other Advertising Options include:

- **E-Magazine (PDF):** Full page advert display (active and linked to your website) plus full page editorial- this will be distributed to our subscribers database, among them are industry professionals, trade associations, property owners, professional engineers in the industry, procurement/ buying heads of departments, managers, facilities engineers and most influential decision makers in the industry.
- **Banner Ads:** Prominently display your organization's brand, products, or services through strategically placed banner ads on the magazine's website. These ads will be visible to a highly targeted audience of industry professionals, potential buyers, and decisionmakers.
- **Pop-up Ads:** These are ads that appear in a separate window or overlay on top of the main webpage.
- **Video Ads:** Video ads are short commercials or promotional videos that play before, during, each and every website page before articles.
- **Sponsored Content:** Gain visibility and thought leadership by sponsoring relevant articles, case studies, or expert insights within the magazine. This approach allows you to showcase your organization's expertise and establish credibility among readers, further enhancing your brand reputation.
- **Featured Listings:** Ensure your organization stands out by featuring your company's directory listing within the Safety & Security Directory Magazine. This will give your business increased visibility and attract potential buyers who are actively searching for fire, safety and security products and services.
- **E-Newsletter:** Published weekly to our circulation of 248,755 each mailing.
- **Immersive Banner:** Immersive is multiple banner ads on the homepage at one time.
- **Social Media Advertising:** Facebook, Twitter, Instagram and YouTube- highly targeted advertising



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Email: info@safety-securitydirectory.com



CONTACT US

Address:

7830 Praia Cresc, Randburg,
Johannesburg

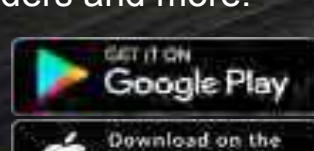
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SAFETY & SECURITY DIRECTORY NETWORKS APP

SAFETY & SECURITY DIRECTORY NETWORKS app is the ideal place for you to access products buyers' alerts, latest tenders alerts, post your products offerings, get connected to dealers network, get reminders and more!



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