

# SATIC Saudi– South Africa Playbook

**Sponsorship & Advertising Prospectus & Rate Card**

Supporting the Saudi Digital Transformation & Industry  
Mission to South Africa.

26 – 28 May 2025



# Introduction

## About the playbook



➤ The SATIC Saudi–South Africa Playbook is the official business and investment companion to the May 2025 Saudi Trade Mission to South Africa in collaboration with SEDA (Saudi Export Development Authority).

It highlights bi-lateral emerging export growth, trade and investment opportunities between the two countries supporting deepening market linkages for shared prosperity and economic development and growth focused on:

- Digital Transformation
- Smart Infrastructure
- AI-driven Healthcare
- Logistics & Transport Corridors
- Strategic Bilateral Partnerships

It aims to spark trade growth and export expansion through May to December 2025 — supporting Saudi companies' global ambitions and South Africa's digital and industrial advancement.

# Understanding the Basic Concepts

Why Sponsor or Advertise?



## 01

### **Aligns Your Brand With:**

- Saudi-South African trade and investment expansion
- Saudi Vision 2030 export and investment priorities
- South Africa's fast-growth sectors in digital transformation, trade, health, logistics, major industry, transportation and green energy

## 02

### **Benefits for sponsors and advertisers:**

- ✓ Premium Visibility
- ✓ Lead Generation & Matchmaking
- ✓ Strategic Positioning
- ✓ Post-Event Access to Key Contacts
- ✓ Long-Term Exposure & Thought Leadership

# Strategic Distribution & ROI Guarantee

## **A Tool for Real Economic Advancement.**

The SATIC Saudi-South Africa Playbook – May 2025 is not just a publication—it's a high-impact export growth, investment attraction and business development tool designed to deliver real trade and investment outcomes for South African and Saudi organisations and companies.

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## **Why This Guarantees ROI for Advertisers & Sponsors:**

- **Exclusive Access:** Direct line to vetted, high-value prospects across two of the most dynamic trade corridors.
- **Premium Placement:** Delivered to over 1,000 print and 10,000 digital recipients, including CEOs, policymakers, regulators and investors.
- **Business Matching Support:** Sponsors and key advertisers receive custom business matching and lead generation support, post-publication.
- **Long Shelf-Life:** Used in briefings, market overviews, and stakeholder packs beyond the event, throughout 2025.





# Strategic and Targeted Distribution for Maximum ROI ↗

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The Playbook will be distributed strategically to decision-makers, ensuring your brand is seen by the **right people, in the right places**, including: **1,000 Print Copies & 10,000 Digital Recipients.**

Distributed to carefully targeted networks of decision-makers in:

## **Saudi Arabia (Outbound Export & Trade-Focused)**

- C-Suite and International Directors of 20+ Saudi companies attending the Trade Mission
- Chambers of Commerce & Business Network Associations
- Key Trade and Investment Government Departments
- Public entities and Vision 2030 stakeholders (e.g., SDAIA, MISA, Digital Government Authority)
- Saudi Export Development Authority (SEDA) — promoting global expansion for 6,000+ Saudi exporters
- Saudi–South Africa Chamber of Commerce
- Trade Mission Delegate Packs
- Online platform: [www.saticlinkages.com](http://www.saticlinkages.com)

## **South Africa (Inbound Investment & Innovation-Focused)**

- Government departments, SOEs, and development agencies
- Digital transformation and infrastructure leaders
- Black industrialists, women in trade, and emerging market investors

### **Distribution partners:**

- National Black Business Council South Africa
- Future Investment Network (FIN)
- Strategic events, bilateral meetings, innovation summits
- ABAN (African Business Angel Investor Network)
- AVCA (African Venture Capital Association and Network)

# Rolling Distribution: June – December 2025

## **Editorial:**

The Playbook will be refreshed and reprinted throughout the year, with special editions that deepen bilateral engagement and support sector-focused investment:

## **Thematic Editions:**

- Digital Economy & Smart Cities
- Health Equity
- 4th Industrial Revolution & Job Creation
- Construction & Real Estate Development
- Agriculture, Agritech & Food Security
- Energy Transition & Renewable Energy
- Women in Trade & Innovation
- Export Growth: Logistics, Infrastructure & Manufacturing
- Black Industrialists & Inclusive Trade
- Partner Editions (e.g., FIN Innovation Week, Trade Roundtables)





# Strategic Partner Publishing Package – \$25,000 / R470,000

**Tailored for: Ministries, Trade Agencies, Chambers, Banks & Development Partners**




## **Includes:**

- 500 Custom-Branded Copies for your organisation
- Exclusive Article + Full-Page Ad + Profile Page
- Co-branded foreword or message from your leadership
- “Strategic Publishing Partner” label across editions
- Custom distribution plan + VIP invitations
- Lead gen + post-publication engagement reports

## **ROI-Driven Exposure**

- Lead Generation: Direct contact with key exporters, buyers and partners
- Longevity: Used in policy, trade, and market briefings throughout 2025
- Prestige Positioning: Be seen as a first-mover in bilateral trade development
- Post-Mission Events Follow-Up: Sponsors receive priority access to participant list and one-on-one introductions

# Sponsorship Packages

Tier	Investment	Features
 <b>Platinum</b>	\$15,000 / R280,000	Premium double-page ad, 1,000-word feature, front cover logo, 5 VIP invites, post-event list access
 <b>Gold</b>	\$10,000 / R185,000	Full-page ad, 500-word article, 3 VIP invites, brand presence throughout
 <b>Silver</b>	\$5,000 / R92,000	Half-page ad, logo listing, 1 VIP invite



# Advertising & Editorial Rates

Format	USD	ZAR
Inside Front Cover	\$6,000	R111,000
Inside Back Cover	\$5,000	R92,000
Full Page AD (A4)	\$3,500	R65,000
Half Page AD (A5)	\$2,000	R32,000
Quarter Page (A6)	\$1,200	R22,000

# Advertising & Editorial Rates (Cont'd)

## Editorial Features

**Executive  
Interview**

\$4,000

R80,000

**Case  
Study/Innovation  
Spotlight**

\$2,000

R40,000

**Sector Brief  
(400 words)**

\$1,000

R18,500

## Add-ons

- Branded Inserts: \$500/R9,000
- QR Code + Landing Page: \$350/R6,500
- Post-Mission Email Blast: \$750/R13,500



# KEY DATES

**Booking Deadline:** 9 May 2025



**Material Submission:** 14 May 2025



**Rolling Distribution:** June - December 2025 (with  
special reprints & regional editions)

Secure Your Spot Or Custom Edition  
**Contact Information**

**Website:**

[www.saticlinkages.com](http://www.saticlinkages.com)



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