

# **What's New in** **PROCESSING**

**Instrumentation, Process Automation, Chemical, Electrical, Analytical**

## **ONLINE MARKETING 2026**

### **ABOUT US**

What's New in Processing has been a trusted source of industry insights since its founding in 1998, delivering valuable content tailored to professionals in the instrumentation, control and automation sectors. Our smooth transition to an online platform has allowed us to remain accessible and relevant in an ever-evolving market, with a growing subscriber base of over 4,500 readers across Southern Africa. Through bi-monthly magazines and monthly newsletters, we keep our audience informed about the latest trends, products, and services, all at no cost to our readers. This attracts a qualified and experienced readership, including engineers and technical personnel involved in automation, mechatronics, electrical and associated fields. Our editorial content is meticulously curated to provide comprehensive coverage of the latest products available, offering advertisers a prime opportunity to reach key decision-makers in the African manufacturing and processing industries. By offering valuable insights and timely information, What's New in Processing continues to drive innovation and support the growth of the industries we serve.

**6 magazines  
per year**

**4500+  
readers**

**Social  
Media**

**4700+  
followers**

### **OUR TARGET INDUSTRIES INCLUDE, BUT ARE NOT LIMITED TO:**

- Food & Beverage
- Pharmaceutical
- Petrochemical /Oil & Gas
- Water & Wastewater
- Automotive
- Pulp, Paper, and Plastic manufacturing, processing, and recycling
- Mining, Minerals, Beneficiation, and PMR/BMR Refineries
- Power Generation and Green Energy Suppliers
- OEM's

### **READERS**

- Instrumentation Engineers / Technicians / Mechanics
- Control Engineers
- Production Engineers & Managers
- Plant Engineers
- Process Engineers/ Technicians
- System Integrators
- Test Engineers
- Electrical Engineers
- Maintenance Planners

**Advertising Consultant**

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**www.whatsnewinprocessing.co.za**

# What's New in PROCESSING

Instrumentation, Process Automation, Chemical, Electrical, Analytical

Want to increase  
your followship on



See how far your  
articles travel

**HERE**

## Online Magazine Advertising Rates

- Bi-monthly, downloadable as PDF
- Distributed to over 4600 targeted readers
- Clickable links on all adverts
- All articles have company contact details and social media links

|                     | <b>Casual</b> | <b>3-5 Insertions</b> | <b>6 Insertions</b> |
|---------------------|---------------|-----------------------|---------------------|
| Outside Front Cover | R13 200       |                       |                     |
| A4                  | R9 500        | R8 550                | R8 100              |
| A5                  | R7 130        | R6 660                | R6 300              |
| A6                  | R5 350        | R3 100                | R3 000              |

(Custom sizes available on request)



## Deadlines

|                     |                     |
|---------------------|---------------------|
| Jan/Feb - 13 Feb 26 | Jul/Aug - 14 Aug 26 |
| Mar/Apr - 17 Apr 26 | Sep/Oct - 16 Oct 26 |
| May/Jun - 12 Jun 26 | Nov/Dec - 20 Nov 26 |



## Website Advertising Rates (per month)

|                      | <b>Casual</b> | <b>3-5 Insertions</b> | <b>6 Insertions</b> |
|----------------------|---------------|-----------------------|---------------------|
| Top Banner           | R5 500        | R5 000                | R4 600              |
| Centre Banner        | R4 000        | R3 500                | R3 000              |
| Std Rectangle Banner | R2 000        | R1 800                | R1 700              |

## Monthly Newsletter Rates (distributed twice a month)

|                  | <b>Casual</b> | <b>3-5 Insertions</b> | <b>6 Insertions</b> |
|------------------|---------------|-----------------------|---------------------|
| Leaderboard      | R4 000        | R3 500                | R3 000              |
| Separator Banner | R3 000        | R2 500                | R2 000              |

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