



SPECIAL ISSUE

NAMPO PREVIEW

31 JULY 2020*

* Due to the coronavirus disease (COVID-19) pandemic in South Africa, the Nampo Harvest Day has been moved from 12 to 15 May to 11 to 14 August and the *Farmer's Weekly* Nampo preview issue has been moved from 1 May to 31 July

Farmers often make their buying decisions before visiting Nampo, which is being held from 11 to 14 August this year in Bothaville. The *Farmer's Weekly* Nampo Preview in the **31 JULY ISSUE** aims to assist farmers in making these decisions by offering them a sneak-peek of the latest equipment to be exhibited at Nampo. This issue will also contain a detailed map of all stalls and exhibitions, as well as details of where to find the stalls of those who advertised in the issue. This issue gives advertisers the opportunity to reach their target audiences, and to offer their prospective clients detailed product descriptions. Moreover, this issue is a complementary issue that will be handed out to all Nampo visitors. As such, advertisers will reach an even greater audience than the weekly *Farmer's Weekly's* readership.

DISCOUNTED COST STRUCTURE

Package 1 **R36 500**
Full page advertisement + Full page advertorial
+ Digital + One Facebook mention + Facebook boost
+ Two tweets + Web banner (40 000 IMP)

Package 2 **R28 240**
Full page advertisement + Full page advertorial

Full page advertisement **R16 000**

Full page advertorial **R17 000**

All prices exclude VAT

DEADLINES

Booking deadline **26 JUNE 2020**
Material deadline **6 JULY 2020**
Issue date **31 JULY 2020**

WHAT IS A FOCUS?

It is a carefully selected collection of articles providing an informative and balanced insight into a key aspect of agriculture. *Farmer's Weekly* runs several focuses during the year. These provide our advertisers the ideal opportunity to showcase their products and services to a specific target audience, maximising their reach.

WHAT WE OFFER

In addition to placing adverts alongside our premium content, advertisers can submit their own editorial content alongside their adverts. The placement of a full-page advert with an adjacent promotional article is offered at a hugely discounted rate.

CONTACT OUR SALES TEAM:

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farmer's weekly


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