



FOCUS ON PIG FARMING & ANIMAL FEED

* Due to the coronavirus disease (COVID-19) pandemic in South Africa, the Pig Farming and Animal Feed focus has been moved from the 24 April issue to the 1 May issue.

South Africans consume around 200 000t of pork every year. With the country's economy struggling, consumers have begun to look to other, cheaper meat-based proteins, such as pork and chicken, over beef. For this reason, the **1 MAY ISSUE** of *Farmer's Weekly* will focus on sustainable pork production and the importance of biosecurity to ensure a healthy, growing industry. It will also look at the future of the pork industry in South Africa, as well as the effect of African swine fever on global production. This issue will also focus on animal feed production and the importance of nutrient composition in the mixing of a farmer's own animal feed. This is the ideal opportunity for manufacturers, equipment and service providers in the pork and animal feed industries to reach their target audience.

COST STRUCTURE

Full page advertisement	R16 800
Full page advertorial	R19 000
Feature promotion*	R28 240

*Full page advertisement + Full page advertorial

All prices exclude VAT

DEADLINES

Booking deadline	17 April 2020
Material deadline	17 April 2020
Issue date	1 May 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.

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