farmer's weekly

2020 **MEDIA KIT**

LAST UPDATE: 2020/07/29

BRAND INSIGHT

FARMER'S WEEKLY IS SOUTH AFRICA'S LEADING SOURCE OF ENGLISH NEWS AND INFORMATION ABOUT THE AGRICULTURE AND AGRIBUSINESS SECTORS, HAVING SERVED THE INDUSTRY FOR MORE THAN 109 YEARS.

Trusted by farmers and agribusiness professionals as a source of advice, inspiration and the latest farming news, *Farmer's Weekly* has evolved into much more than just an agricultural magazine. The brand has grown to also include some of the most widely read and supported online platforms for agricultural news and information in Africa. Our social media platforms, webpage, and digital and print magazines cater for established commercial, smallholder and emerging farmers, and focuses on helping them achieve their objectives.

In recent years we have expanded our offering to include agricultural tours and conference events where *Farmer's Weekly* and its clients can interact directly with the brand's audience. *Farmer's Weekly* seeks to inform the wider public about the crucial role that agriculture plays in the African economy, to motivate and inspire farmers and other role players in the agriculture sector, as well as to promote the interests of sustainable food and fibre production.

FARMERSWEEKLY.CO.ZA

FOLLOW US AT FARMERS WEEKLY SA

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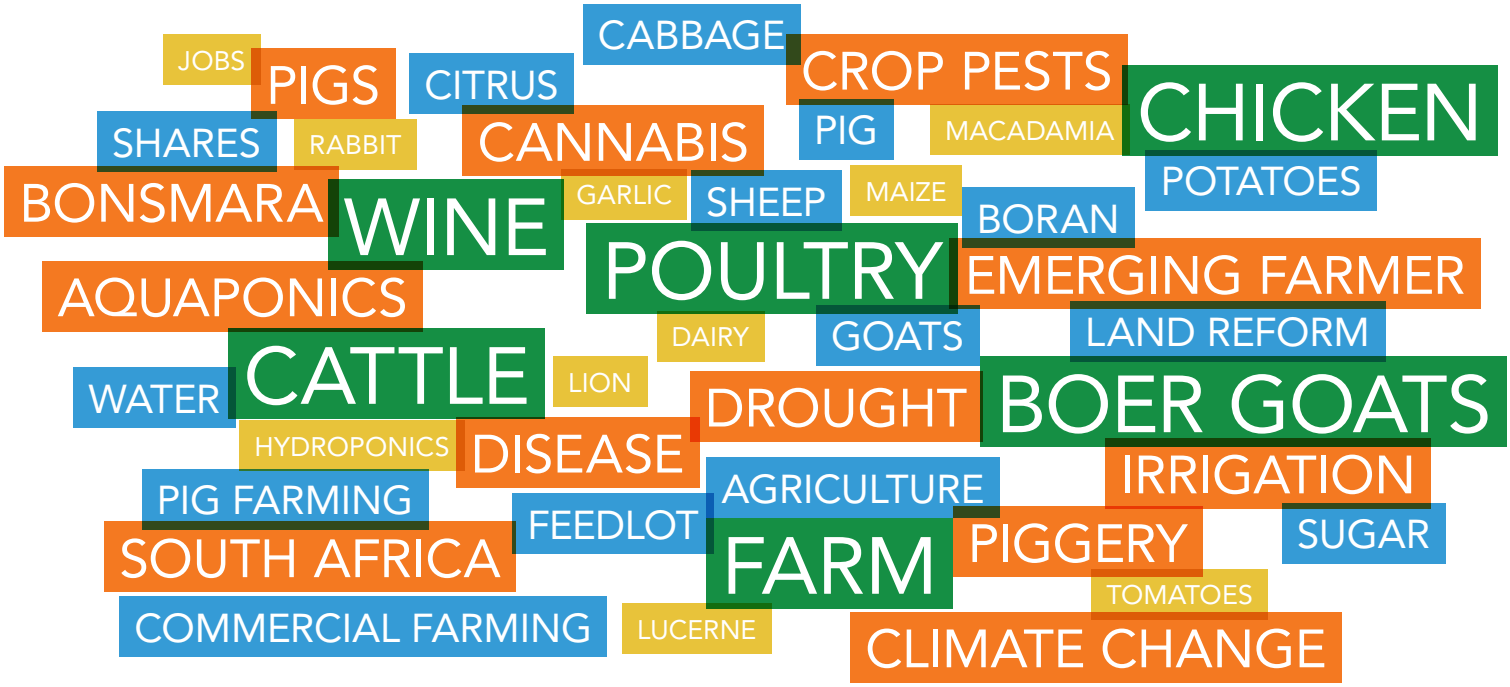
PRICES SUBJECT TO CHANGE. LAST UPDATE: 2020/07/29



CONTENT MIX

Farmer's Weekly's editorial mix across print and digital platforms is aimed at providing both commercial and new farmers with practical farming advice that will ultimately increase farming profitability. All our publishing platforms also feature sections dedicated to providing the entire agriculture value chain with the latest news, opinion and analysis, as well as agribusiness insights.

NEWS & OPINION

We provide a selection of the latest news and analysis of economic and political trends in agriculture. Our news offering features online breaking news supported by a weekly roundup in print of current affairs in the farming sector. It also covers all the latest developments in commodity markets and production conditions in Africa and the rest of the world. Our journalists also report on the most relevant topics emerging from local and international farming and agribusiness conferences, and other events.

DIGITAL EXCLUSIVE

Farmer's Weekly's online audience is the fastest growing platform amongst all its brand offerings. Website users, and subscribers and followers of the newsletter and various social media channels, rely on the up-to-date news and information published online to make purchasing decisions for farm inputs. Daily news articles published on the website is the most popular content on all digital platforms. Other articles offer practical advice on how to improve production and how to start-up new farming ventures. As *Farmer's Weekly* continues to improve its offerings, the number of readers and the quality of their engagement with the brand keep growing.

LIVESTOCK & POULTRY

Farmer's Weekly provides its readers with exclusive articles about commercial and developing farmers in the livestock, game and poultry sectors, with a strong focus on practical production advice to help farmers increase the productivity of their livestock and poultry enterprises. This section also features interviews with animal scientists on the latest developments in animal health, breeding, feeding and grazing technology.

CROPS

These articles focus on production practices that crop farmers can implement to increase efficiency and productivity on their farms. This section also includes regular interviews with experts in irrigation, plant health, soil management, orchard design and the latest technology for crop farming. *Farmer's Weekly*'s journalists conduct in-depth interviews with farmers to bring our readers proven solutions to challenges that crop producers face in the field.

MACHINERY & IMPLEMENTS

Farmer's Weekly covers the latest tractor and equipment news, as well as reviews from around the world, to help inform mechanisation choices on small-, medium- and large-scale farms. Our readers are provided with regular reviews of 'farm-friendly' bakkies, SUVs and 4x4s.

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DEMOGRAPHICS

Farmer's Weekly targets the entire agricultural value chain, including farmers, processors, agribusinesses and suppliers, as well as policymakers and investors. It is also aimed at people with a general interest in agriculture, nature and country living. Our wide readership is a direct result of the magazine's broad range of topics and expert contributors. *Farmer's Weekly* readers are forward-thinking, solution-driven, profit-orientated and politically diverse.

PRINT

PUBLISHER RESEARCH COUNCIL OF SA
PAMS 2017

CORE READERS
102 000

AVERAGE ISSUE READERS
154 000

CIRCULATION
9 496

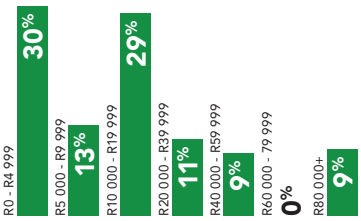
GENDER

70% 30%

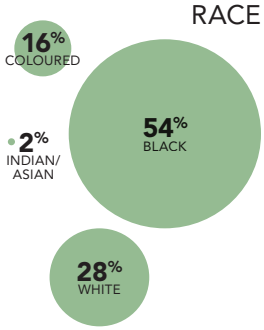
AGE

21%	15%	34%	29%
15-24	25-34	35-49	50+

HOUSEHOLD INCOME



RACE



LSM 7 TO 10

72%

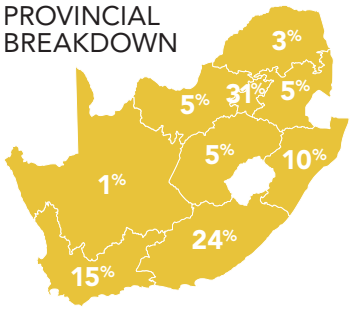
AREA

39% METRO

39% URBAN

22% RURAL

PROVINCIAL BREAKDOWN



ONLINE

NARRATIVE
AUGUST 2018

UNIQUE VISITORS
391 000

NEWS LETTER
10 600

FACEBOOK
95 000

TWITTER
27 200

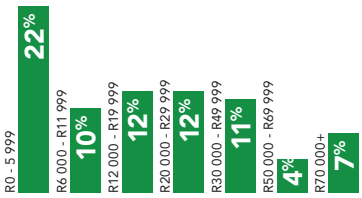
GENDER

63% 37%

AGE

28%	31%	25%	16%
15-24	25-34	35-49	50+

HOUSEHOLD INCOME



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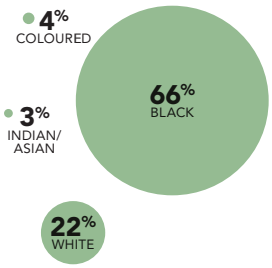


LSM 7 TO 10

77%

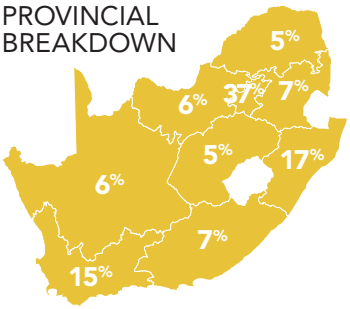
AREA

35% METRO

32% URBAN

33% RURAL

PROVINCIAL BREAKDOWN



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EDITORIAL FOCUSES 2020

Throughout the year, *Farmer's Weekly* publishes special features that focus on specific sectors or regions. These features are guided by suppliers' needs, and provide our advertisers with the ideal opportunity to reach their target markets. Contact our sales team to find out more about this, or other opportunities, to reach our weekly audience.

24 JANUARY	FARM SECURITY
21 FEBRUARY	UNDERCOVER & INTENSIVE FARMING
27 MARCH	TECHNOLOGY (IRRIGATION) & SKILLS DEVELOPMENT
1 MAY	PIG FARMING & ANIMAL FEED
26 JUNE	POULTRY FARMING & ANIMAL HEALTH
3 JULY	NICHE FARMING
28 AUGUST	SOIL HEALTH & CONSERVATION FARMING
11 SEPTEMBER	NAMPO EQUIPMENT REVIEW
25 SEPTEMBER	AGRI WHEELS
23 OCTOBER	AGRI FINANCE & INVESTMENT
27 NOVEMBER	SUPPLIERS GUIDE

*ISSUE DATES ARE SUBJECT TO CHANGE

PACKAGE 2020

ELEMENTS	NORMAL RATE	DISCOUNT	COST
FULL PAGE ADVERTISEMENT	R16 800	R3 460	**R13 340**
+			
FULL PAGE ADVERTORIAL	R19 600	R3 440	**R16 160**
+			
DIGITORIAL	R8 000	R4 000	**R4 000**
+			
ONE FACEBOOK MENTION	R5 000	R3 000	**R2 000**
+			
FACEBOOK BOOST	R1 500	R0	**R1 500**
+			
TWO TWEETS	R4 000	R3 000	**R1 000**
+			
WEB BANNER (40 000 IMP)	R7 000	R3 500	**R3 500**
TOTAL VALUE	R61 900	R20 400	**R41 500**

These elements all form part of a single package and the rate cannot be further discounted.
Digitorial (same copy to be used as full page advertorial), Facebook post and tweets (linking to digitorial).

farmer's weekly

ADVERTISING AND OTHER RATES:
- ALL RATES EXCLUDE VAT.
- ALL RATES ARE NETT OF ANY AGENCY FEES AND/OR COMPLETE MATERIAL DISCOUNTS.
- NORMAL DEADLINES AND ADVERT SPECIFICATIONS APPLY.

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MAIN BODY RATES 2020

SIZE	TRIM		COST
FULL COLOUR	**HEIGHT**	**WIDTH**	
Double-page spread	276mm	420mm	**R33 600**
Full page	276mm	210mm	**R16 800**
1/2 double-page spread	138mm	420mm	**R25 500**
1/2 horizontal	138mm	210mm	**R12 500**
1/2 vertical	276mm	105mm	**R12 500**
1/3 horizontal	92mm	210mm	**R11 700**
1/3 vertical	276mm	70mm	**R11 700**
1/2 x 2	129mm	95mm	**R4 500**
1/2 x 1	129mm	45mm	**R2 200**
1/4 x 4	62mm	195mm	**R4 500**
1/4 x 2	62mm	95mm	**R2 500**
1/4 x 1	62mm	45mm	**R1 200**
BLACK & WHITE			
1/2 x 2	129mm	95mm	**R3 600**
1/2 x 1	129mm	45mm	**R1 800**
1/4 x 4	62mm	195mm	**R3 600**
1/4 x 2	62mm	95mm	**R2 000**
1/4 x 1	62mm	45mm	**R1 000**
SPECIAL POSITIONS			
Inside frontcover double-page spread	276mm	420mm	**R33 600**
Inside front cover	276mm	210mm	**R21 200**
Inside back cover	276mm	210mm	**R19 600**
Outside back cover	276mm	210mm	**R20 300**
1st double-page spread	276mm	420mm	**R37 100**
Any guaranteed full page	276mm	210mm	**R18 500**
ADVERTORIALS			
Double-page spread	1 200 words, image and logo*		**R37 900**
Full page	800 words, image and logo*		**R19 000**
1/2 page	400 words and logo*		**R14 200**

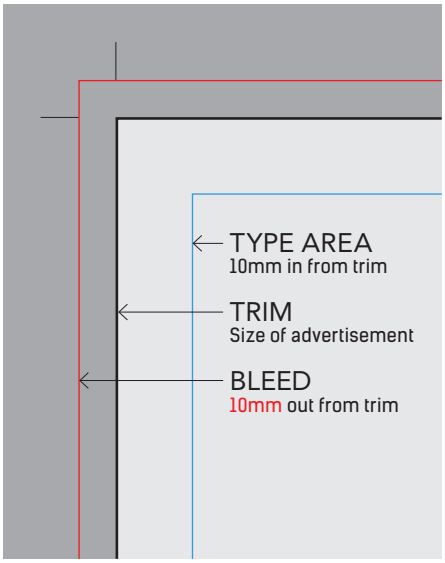
* Advertorials are to be laid out according to the *Farmer's Weekly* style guide. Copy will be proofread and changes made at the discretion of the editor.

TECHNICAL SPECIFICATIONS

FARMER'S WEEKLY IS NOT A4
BUT 210MM X 276MM.

MATERIAL: ADSEND / MEDIASEND

BLEED: 10MM ALL AROUND
FORMAT: PDF
RESOLUTION: 300PPI
COLOUR: CMYK



MATERIAL DEADLINES

3 WEEKS BEFORE ISSUE DATE
ALL COMPLETE MATERIAL IN PRINT-READY PDF.

4 WEEKS BEFORE ISSUE DATE
ALL MAKE-UP ADVERTISEMENTS OR MAKE-UP ADVERTORIALS WITH COPY AND VISUALS SUPPLIED.

ONLINE RATES 2020

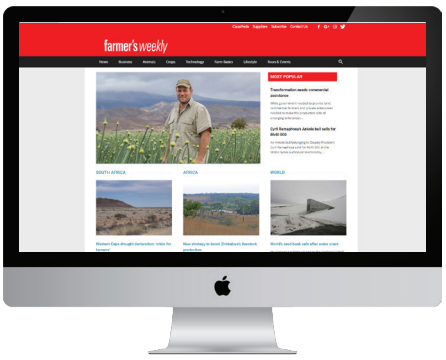
ELEMENT	SPECIFICATION		COST
WEBSITE			
Supplied digitorial	400 words and 2 images		R8 000
Commisioned digitorial	400 words and 2 images		R14 000
Survey digitorials	Max 20 questions (closed-ended questions)		R21 000
Quiz digitorial	1 question with max 4 multiple answers		R17 000
Competition	400 words and 1 image		R5 000
BANNER	**HEIGHT**	**WIDTH**	
Banner package	60 000 impressions		R7 000
Leader:	90px	728px	
MPU:	250px	300px	
1/2 page:	600px	300px	
Mobile banner:	320px	50px	
Site takeover (one week)	Wall paper; mention in slider; roadblock style banners		R15 000
Sectional take over (one week)	Roadblock style banners		R11 250
Special section on navigation tab (once off)	31 days		R35 000
NEWSLETTER			
Newsletter banner	Leader banner		R1 500
SOCIAL MEDIA	**HEIGHT**	**WIDTH**	
Facebook standard post	627px	1 200px	R5 000
Facebook share (endorsement)	627px	1 200px	R4 000
Facebook live	Max 15 min		R18 000
Facebook poll	1 question with max 4 multiple answers		R4 000
Twitter standard tweet	220px	440px	R2 000
Twitter retweet (endorsment)	220px	440px	R1 000
Instagram single image	1 080px	1 080px	R3 000
Instagram multiple images	1 080px	1 080px	R4 000
Instagram stories (per slide)	1 920px	1 080px	R1 500
VIDEO			
Commercial video	Max 1-2 min		From R25 000
Flipagram (slideshow style)	Max 3 min		From R15 000
PUSH NOTIFICATIONS			
Website push notification			R3 000
Facebook ad spend*	Per post/per week		Min R2 000
Facebook video ad spend*	Per post/per week		Min R2 000

**Includes 10% management fee*

ONLINE DIGITORIAL PACKAGE

SUPPLIED DIGITORIAL +
NEWSLETTER BANNER +
2 TWEETS +
2 FACEBOOK STANDARD POSTS +
FACEBOOK AD SPEND (R1 000 per post) =

R17 500
(Save R5 700)



TECHNICAL SPECIFICATIONS

FORMAT: GIF or JPEG
RESOLUTION: 150ppi
MAX SIZE: 1MB
COLOUR: RGB

SIZES

	Height		Width
WEBSITE IMAGE	400px	x	645px

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INSERT RATES 2020

LOOSE PRE-PRINTED INSERTS
(PER 1 000 COPIES)

PAGES	COST
2	R380
4	R520
6+8	R570
10+12	R630
16	R750
20	R900
24	R950
32	R990
36	R1 130
40	R1 250
44	R1 380
48	R1 440
52	R1 490
56	R1 560
60	R1 630
64	R1 690
68	R1 740
72	R1 810
76	R1 880
80	R1 930

BOUND/STITCHED PRE-PRINTED INSERTS
(PER 1 000 COPIES)

PAGES	COST
2	R420
4	R580
6+8	R670
10+12	R750
16	R830
20	R920
24	R1 050

MATERIAL SPECIFICATIONS

MAXIMUM SIZE 276MM X 210MM
MINIMUM SIZE 40MM X 100MM
BOUND/STICHED INSERTS TO BE SUPPLIED UNTRIMMED.
OTHER VARIANTS ON APPLICATION TO BE REQUESTED FROM A CAXTON REPRESENTATIVE.

LOOSE INSERTS LARGER THAN 32 PAGES REQUIRE BAGGING:
R1 075 PER 1 000 COPIES.

ALL NON-STANDARD BOUND INSERTS REQUIRE PRE-INSERTION:
R545 PER 1 000 COPIES.

PLEASE REVERT TO GENERAL CONDITIONS

farmer's weekly

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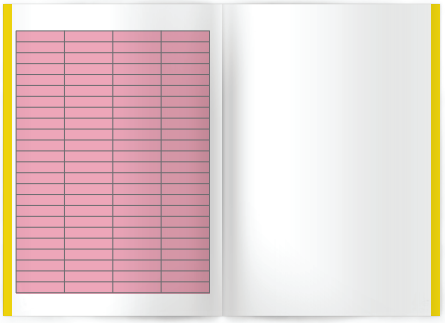
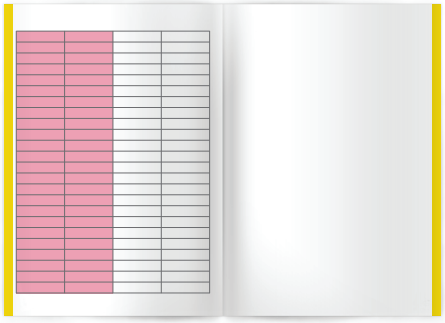
CLASSIFIEDS RATES 2020

SIZE			AUCTIONS, PROPERTIES & VACANCIES		FARMER'S SHOP WINDOW	
			B&W	COLOUR	B&W	COLOUR
Full page	24 x 4 columns	240mm x 185mm	R6 680	R8 440	R9 100	R14 060
3/4 page	18 x 4 columns	180mm x 185mm	R4 880	R6 160	R7 820	R13 220
2/3 page	16 x 4 columns	160mm x 185mm	R4 400	R5 560	R6 080	R12 500
1/2 page horizontal	12 x 4 columns	120mm x 185mm	R3 700	R4 560	R4 560	R10 660
1/2 page vertical	24 x 2 columns	240mm x 92mm	R3 700	R4 560	R4 560	R10 660
1/3 page	8 x 4 columns	80mm x 185mm	R2 260	R2 840	R3 040	R10 000
1/4 page vertical	12 x 2 columns	120mm x 92mm	R1 680	R2 120	R1 940	R6 140
1/4 page horizontal	6 x 4 columns	60mm x 185mm	R1 680	R2 120	R1 880	R6 140



FULL PAGE
24 Rows x 4 Columns
SIZE: (H) 240mm x (W) 185mm



1/2 PAGE VERTICAL
24 Rows x 2 Columns
SIZE: (H) 240mm x (W) 92mm

1/2 PAGE VERTICAL
12 Rows x 4 Columns
SIZE: (H) 120mm x (W) 185mm

1/4 PAGE VERTICAL
12 Rows x 2 Columns
SIZE: (H) 120mm x (W) 92mm

1/3 PAGE
8 Rows x 4 Columns
SIZE: (H) 80mm x (W) 185mm

1/4 PAGE
6 Rows x 4 Columns
SIZE: (H) 60mm x (W) 185mm

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SCHEDULES 2020

Week	Issue date	Advertising closing date	Final advertising material date	Advertorial booking & material date	Deliver all added value/insert	On sale
1	03 Jan	06 Dec	10 Dec	18 Nov	12 Dec	30 Dec
2	10 Jan	Combined with the 3 January 2020 issue				
3	17 Jan	17 Dec	02 Jan	13 Dec	03 Jan	13 Jan
4	24 Jan	01 Jan	06 Jan	09 Dec	10 Jan	20 Jan
5	31 Jan	03 Jan	13 Jan	31 Dec	17 Jan	27 Jan
6	07 Feb	10 Jan	20 Jan	03 Jan	24 Jan	03 Feb
7	14 Feb	17 Jan	27 Jan	10 Jan	31 Jan	10 Feb
8	21 Feb	24 Jan	03 Feb	17 Jan	07 Feb	17 Feb
9	28 Feb	30 Jan	10 Feb	24 Jan	14 Feb	24 Feb
10	06 Mar	06 Feb	17 Feb	31 Jan	21 Feb	02 Mar
11	13 Mar	13 Feb	24 Feb	07 Feb	28 Feb	09 Mar
12	20 Mar	20 Feb	02 Mar	14 Feb	06 Mar	16 Mar
13	27 Mar	27 Feb	09 Mar	21 Feb	13 Mar	23 Mar
14	03 Apr	05 Mar	16 Mar	28 Feb	20 Mar	30 Mar
15	10 Apr	12 Mar	23 Mar	06 Mar	27 Mar	06 Apr
16	17 Apr	Combined with the 10 April 2020 issue				
17	24 Apr	27 Mar	07 Apr	20 Mar	09 Apr	20 Apr
18	01 May	20 Apr	20 Apr	20 Mar	21 Apr	27 Apr
19	08 May	17 Apr	28 Apr	09 Apr	30 Apr	04 May
20	15 May	17 Apr	28 Apr	09 Apr	30 Apr	11 May
21	22 May	24 Apr	04 May	17 Apr	08 May	18 May
22	29 May	Combined with the 22 May 2020 issue				
23	05 Jun	08 May	18 May	30 Apr	22 May	01 Jun
24	12 Jun	Combined with the 5 June 2020 issue				
25	19 Jun	22 May	01 Jun	15 May	05 Jun	15 Jun
26	26 Jun	Combined with the 19 June 2020 issue				
27	03 Jul	05 Jun	15 Jun	29 May	19 Jun	26 Jun
28	10 Jul	Combined with the 3 July 2020 issue				
29	17 Jul	19 Jun	29 Jun	12 Jun	03 Jul	10 Jul
30	24 Jul	26 Jun	06 Jul	19 Jun	10 Jul	17 Jul
31	31 Jul	03 Jul	13 Jul	26 Jun	17 Jul	24 Jul
32	07 Aug	10 Jul	20 Jul	03 Jul	24 Jul	31 Jul
33	14 Aug	17 Jul	27 Jul	10 Jul	31 Jul	7 Aug
34	21 Aug	24 Jul	03 Aug	17 Jul	07 Aug	14 Aug
35	28 Aug	30 Jul	11 Aug	24 Jul	14 Aug	21 Aug
36	04 Sep	06 Aug	17 Aug	31 Jul	21 Aug	28 Aug
37	11 Sep	14 Aug	24 Aug	07 Aug	28 Aug	04 Sep
38	18 Sep	21 Aug	31 Aug	14 Aug	04 Sep	11 Sep
39	25 Sep	28 Aug	07 Sep	21 Aug	11 Sep	18 Sep
40	02 Oct	04 Sep	14 Sep	28 Aug	18 Sep	25 Sep
41	09 Oct	11 Sep	21 Sep	04 Sep	25 Sep	02 Oct
42	16 Oct	18 Sep	28 Sep	11 Sep	02 Oct	09 Oct
43	23 Oct	25 Sep	05 Oct	18 Sep	09 Oct	16 Oct
44	30 Oct	02 Oct	12 Oct	25 Sep	16 Oct	23 Oct
45	06 Nov	09 Oct	19 Oct	02 Oct	23 Oct	30 Oct
46	13 Nov	16 Oct	26 Oct	09 Oct	30 Oct	06 Nov
47	20 Nov	23 Oct	02 Nov	16 Oct	06 Nov	13 Nov
48	27 Nov	30 Oct	09 Nov	23 Oct	13 Nov	20 Nov
49	04 Dec	06 Nov	16 Nov	30 Oct	20 Nov	27 Nov
50	11 Dec	13 Nov	23 Nov	06 Nov	27 Nov	04 Dec
51	18 Dec	20 Nov	30 Nov	13 Nov	04 Dec	11 Dec
52	25 Dec	Combined with the 18 December 2020 issue				

* Due to the coronavirus disease (COVID-19) pandemic in South Africa, the 3, 10 + 17 & 24 April issues of *Farmer's Weekly* will not be published.

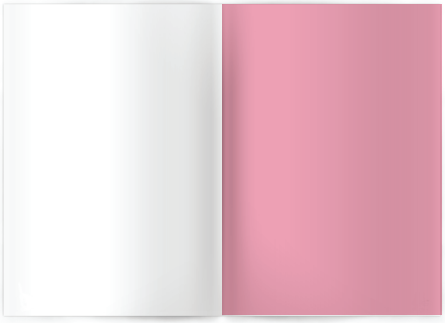
* The 22 & 29 May, 5 & 12 June, 22 & 26 June and 3 & 10 July issues of *Farmer's Weekly* combined issues.

ALL DEADLINES ARE AT 12:00 (NOON) ON EACH RESPECTIVE DAY

*DEADLINE DATES THAT FALL ON PUBLIC HOLIDAYS ARE MOVED ONE DAY FORWARD, WHILE ADVERTISEMENT MATERIAL DEADLINES ARE THEN ON THE FRIDAY THE WEEK BEFORE.

COMBINED ISSUE DEADLINE DATES ARE FOR THE FIRST WEEK OF THE COMBINED ISSUE.

VISUAL GUIDE



FULL PAGE
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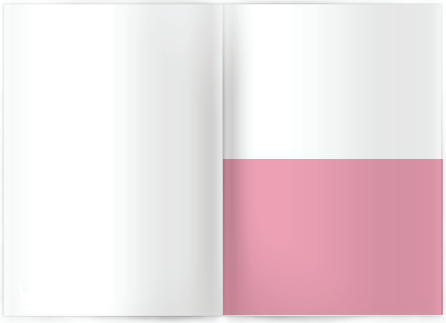
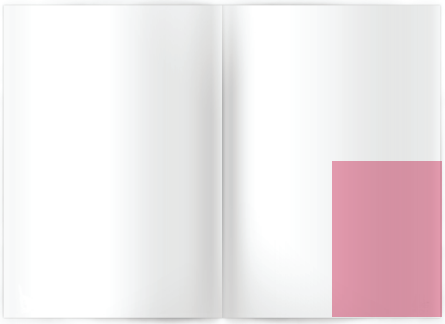
BLEED: 10mm on all sides



1/2 HORIZONTAL
SIZE: (W) 210mm x (H)138mm
BLEED: 10mm on all sides

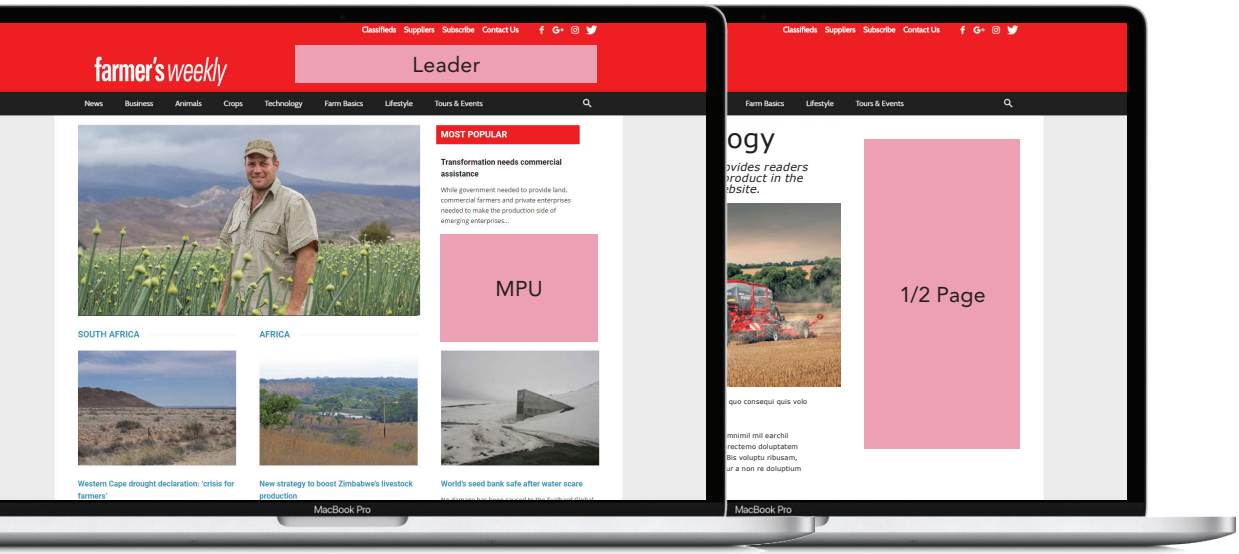
1/2 VERTICAL
SIZE: (W) 105mm x (H) 276mm
BLEED: 10mm on all sides



1/2X2
SIZE: (W) 95mm x (H) 129mm
BLEED: 5mm on all sides

1/4X4
SIZE: (W) 195mm x (H) 62mm
BLEED: 5mm on all sides

1/4X2
SIZE: (W) 95mm x (H) 62mm
BLEED: 5mm on all sides



LEADER
(W) 728px by (H) 908px

MPU
(W) 300px by (H) 250px

1/2 PAGE
(W) 300px by (H) 600px

farmer's weekly

CAXTON local media

FOR TERMS AND CONDITIONS, FARMERSWEEKLY.CO.ZA

PRICES SUBJECT TO CHANGE. LAST UPDATE: 2020/07/29

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GENERAL CONDITIONS

PRINT CONDITIONS

1. Advertisements are only accepted for publication under the following conditions:
   a) The right to withhold any advertisement from publication and to cancel such an advertising order;
   b) No liability is accepted for failure to publish, or for publication dates other than those stipulated by the advertiser, or for any typographical or any other errors of any kind, including loss or damage as a consequence of any of the above;
   c) Omissions of any scheduled insertions by the advertiser shall be considered a breach of the conditions of the order;
   d) Telephonic instructions must always be confirmed in writing.
2. Although all efforts will be made to accommodate the advertiser, acceptance of any advertisement does not guarantee insertion on any specified date or dates.
3. The proprietors reserve the right to edit or revise or reject any advertisement deemed by them to be untruthful or objectionable in subject matter or wording, or unsuitable for any reason, even after acceptance for publication.
4. The proprietors reserve the right to suspend an issue on any day and increase or decrease the usual number of editions without notice.
5. Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making invidious comparisons with other advertisers, firms, institutions or persons.
6. All approved accounts must be paid within 30 days after the date of insertion, or payment must be made in cash with the advertising order.
7. Advertising orders are accepted subject to editorial space being given.
8. T.C. (till cancelled) orders are guaranteed. Special positions require one month's notice.
9. Orders are accepted for a period not exceeding 12 months from the date of the first insertion, and should the contract amount not be reached within that period, an adjustment of the rate, according to the volume of advertising published, will be made. This also applies when the contract is cancelled prior to completion.
10. If any order of a given amount of advertising is increased during its terms to cover a large contract volume, all of which falls in the original period of 12 months, no reduction in rates shall be rebated for the advertising, which has already appeared. The lower rate shall apply to advertising appearing after the date of increase.
11. On the announcement of new tariff rates, contract advertisers will be protected at their contract rates for 45 days after the effective date of the new rate, or until expiry of the contract, whichever is earlier. The balance of the order will be subject to the new rate.
12. Acceptance of copy
    a) If the material is received too late for publication, the space reserved may be charged for.
    b) The right is reserved to refuse material or copy considered objectionable or unsuitable.
13. If proofs are required, copy must be in the printer's hands at least three working days before publication deadline.
14. No cancellations will be accepted after the booking deadline.

INSERT CONDITIONS

1. In addition to the quoted circulation figure, an extra two percent (2%) of the inserts are required to allow for spoilage during the inserting process.
2. The rate quoted is per thousand (1 000) inserts, based on full print runs.
3. The rate includes agency commission, but excludes VAT and any contractual discounts.
4. An additional 20% premium is to be charged for regional inserts (i.e. partial runs).
5. Inserts are accepted upon confirmation of booking and are subject to the availability of space.
6. The final quote is confirmed once the product to be inserted into the magazine has been viewed.
7. Samples of inserts must be provided at least a week before the booking deadline to ensure that they can be inserted or bound as supplied. Without a sample for approval, the publishers cannot be held responsible for any problems arising with the insert.
8. The insert is to be positioned at the discretion of Caxton Magazines.
9. Inserts are to be delivered to the appropriate print factory. Delivery requirements need to be checked with a Caxton representative.
10. Delivery deadlines for inserts are stipulated on the respective magazine deadline schedules.
11. Inserts must be packed in a firm container or packaging, and the container or packaging must clearly indicate the quantity of inserts, the name of the relevant publication and cover date of the publication in which the inserts will be positioned.
12. Any overtime worked at our factories due to the late delivery of inserts will be charged to the advertiser's account.
13. Any cancellations of a booked insert after the advertising deadline has expired will carry a 25% cancellation fee of the total price quoted.
14. Any non-standard prices are valid for 45 days. If a booking takes place after this, a new quotation will be generated.