

The Farmer's Weekly

A Journal devoted to the interests of South African Agriculture.

VOL. I. NO. 1.

BLOEMFONTEIN, WEDNESDAY, MARCH 15, 1911.

THREEPENCE.

EBEN POTGIETER'S SALES.

HENRY WICHURA'S SALES.

THOMAS F. D. MOLL'S SALES.

DAN. J. DE VILLIERS' SALES.

Important Public Sale of
Immovable Property, Live
at KAT... IN,
in the District... ER, O.F.S.
The under... authorised
thereto by... D. DE
BRULIJN, of... District We-
pener (who has... relinquish
farming), will... Auction
on the spot,

Wednesday March 22,
commencing at 10 a.m.:

(1) The well known and splendid **STOCK FARM RIETFOONTEIN** No. 207, situate in the district of WEPE-
NER, in extent 725 morgen 115 square
roods. The farm is on the CALEDON
RIVER, which forms the Western
Boundary. On the farm are TWO
DAMS, which can be considerably en-
larged at small cost; also many Olive-
wood, Karree and Blaauwbosch Trees
and Bushes, a large Reedylei, besides 2
Dwelling Houses (one of which is of
Stone), Wagon House, Stable, Store-
house, Kraals, Large Orchard, etc. For
large and small Stock the farm is se-
cond to none in the Wepener district.
If one of the Dams be enlarged about
20 morgen can be irrigated, the soil is
splendid for lucerne. RIETFOONTEIN
is 3 hours from the Township of Wep-
ener, the Railway to which is fast near-
ing completion.
Terms:—£500 cash, balance purchase

PUBLIC SALE
Reserve for Cash
ON THE
CAPE G...
District of Frankfort.
ay, March,
On THURSDAY, 6th APRIL,
commencing at 11 o'clock in the
noon
IN FRONT OF THE DE...
Mr. Cornelius Moll, Frankfort,
the following
FIXED PROPERTIES:
1. The farm "CHRISTIAANA," por-
tion of NAPIER, in extent 210 mor-
gen. This is a first-class Stock and
Agricultural farm, 73 miles from
Frankfort, in the direction of Vaal
River.
This property can be made into a
splendid farm by simply adding a
dwelling house.
2. The farm "CRAIGELIE," in extent
464 morgen. This farm is well im-
proved, well watered, and being
situated between Frankfort and Vil-
liers there is no doubt about it being
"A Farm" suitable for all kinds of
stock and agricultural farming.
3. A number of ERVEN situated in the
town of Frankfort. The Grootvley-
Bethlehem Railway Line must come
to Frankfort, and through the dis-
trict of...
with good dwelling and numerous out-
houses, stables and kraals, etc.
In addition to the farm will be sold
63 head of Cattle, comprising Cows,
Bulls, Oxen and Heifers. About 200
Mixed Sheep, and a number of Angora
Goats; 30 Horses, comprising Mares,
Foals, Geldings and one first-class Stal-
lion. Wagon, Carts, Buggies, Scotch
Cart, and Agricultural Machinery,
Ladies' Saddles, Gentlemen's Saddles,
Harness, Trek Gear, Separator and
Buckets. Miscellaneous assortment of
Household Furniture, Piano, Sewing
Machine, Bedsteads, etc., etc. Jewe-
lery, Bracelets, Watches, Rings, etc.,
etc. The Farm will be put up to Auc-
tion at 12, midday.
Sale commences at 9 a.m. Every-
thing must be sold for Cash or such
terms as can be arranged beforehand
with the Auctioneer, from whom all
further particulars can be obtained.

Sale of Fixed Property
District of Frankfort.
will sell... public Auction,
On THURSDAY, 6th APRIL,
commencing at 11 o'clock in the
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Wednesday, 15th MARCH, at MID-
DELPUNT, Special Sale.
Saturday, 1st APRIL, monthly Stock
Fair, at FICKSBURG.
Wednesday, 12th April, Sale at Bezui-
denhoutsfontein.
Saturday, 15th APRIL, Special Stock
Fair, at FICKSBURG.
Friday and Saturday, 15th and 16th
APRIL, quarter Cash Sale and
D.R. Church Bazaar, at FICKS-
BURG.
200 head of first-class Cattle, mostly
a very good Africander Strain and
some half-bred Frieslands, comprising:
Cows with Calves, dry Cows, 1
year old Heifers and Oxen, eight-
months' old Heifers and Bulls, train-
two and three year old Oxen.
More entries expected.
Remember: On 15th APRIL, 1911
Ficksburg.
DAN. J. DE VILLIERS,
Auctioneer.



YEARS ON THE LAND

LAST UPDATE: 2021/06/04



OUR BRAND

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 110 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, podcasts and digital and print magazines cater for established commercial, smallholder and emerging farmers, and focus on helping them achieve their objectives.

These multiple platforms serve as a meeting place 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

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farmer's weekly

For terms and conditions, visit farmersweekly.co.za. Prices subject to change. Last update: 2021/06/04.



BOTTOM LINE Investing in African Agriculture

SUSTAINABLE IMPACT INVESTMENT IN AFRICA

Impact investment aims to generate social and environmental benefits, as well as solid financial returns. AgDevCo, a UK-based project developer, has 50 agribusiness investments of this type in sub-Saharan Africa, involving more than 170,000 smallholder farmers to markets. CEO Daniel Hulse speaks to *Farmer's Weekly* about his company's investment approach.

How did AgDevCo start?
AgDevCo was launched in 2009 around the time of the spike in global commodity prices. The idea was to create an impact investment business capable of providing patient (long-term) debt and equity capital to early-stage agribusinesses in sub-Saharan Africa.

The UK government has been our primary funder to date. It recognises the effectiveness of a business-led approach to development assistance and shares our view about the importance of the agribusiness sector to growth, jobs and food security.

How have AgDevCo and your investment portfolio grown since then?
We started with just £20 million (about \$26.5 million) of funds to invest in Mozambique. Our investment mandate was to make the toughest seed capital investments (spending £150,000-£1M) typically in owner-managed businesses. By showing what we could achieve with so little, we managed to obtain substantial additional funding. Initially, this was in Mozambique and then also in Ghana and Tanzania. Investing in the early years in these small businesses definitely supported local economic growth and achieved impact, but it was not good investment in terms of AgDevCo's own sustainability. The entrepreneurs we were working with required plenty of hands-on support, and the size of the investments meant

that our costs were always going to outweigh potential returns, even when we were successful.

Given this, we increased the average size of our investments as our funds grew, looking for a mix of early-stage agribusinesses with more formal corporate management capability, as well as profitable agribusinesses seeking growth capital.

Today, we have £260 million (£3.3 billion, or about 1,500,000 million, R2.6 billion) and have invested in 376 businesses across 10 countries. Our portfolio has linked more than 375,000 smallholders to the market and created or sustained 17,000 jobs.

We're currently fund raising, aiming to add development finance institutions or impact investment capital alongside our endowment funds from the UK government.

Which countries do you target?
We focus only on lower- or lower-middle-income countries in sub-Saharan Africa, so upper-middle-income countries such as South Africa, Equatorial Guinea, Gabon, Mauritius,




DANIEL HULSE

WEEKLY NEWS WRAP



'Fearmongering about integrity of silo certificates must stop'

The integrity of the South African derivatives market is of the utmost importance to all the market participants. Grain storage operators played a very important role in this process by issuing International Stock Exchange (ISE) and general silo certificates and ensuring the relevant stock listed on the certificates was available in the silos, according to Wood Lemmon, general manager of grain at AgriPro. This followed a recent statement by NRVK Agribusiness in which it welcomed all steps taken by the ISE and the South African Grain Information Service (SAGIS) to ensure the integrity and transparency of silo certificates.

According to Nito Petersen, senior manager of grain at NRVK, allegations were still being made that some agricultural companies allegedly sold grain they did not have in stock, manipulated prices, and created artificial shortages. It was also claimed that the ISE and SAGIS failed to undertake regular audits to verify that the silo certificates corresponded with actual quantities.

"We call on this statement for fearmongering to stop. The ongoing allegations cause uncertainty on the market and is counter-productive. The matter was resolved effectively in 2020," he said.

Lemmer said the ISE did conduct a thorough investigation only to uncover a single transaction committed to a silo operator. It was the first ever and only transaction of this kind uncovered since the introduction of the SAGIS market.

All silo facilities, belonging to the various storage operators, were investigated. In addition to the ISE's own investigations, it also commissioned an independent investigation into silo operators' conduct and adherence to the ISE's requirements during March 2020, according to him.

"Apart from the single issue, there were no breaches of the ISE requirements for any other silos of the approved storage operators. The ISE investigation concluded that there had been no instances of any failures by any silo operator including the storage operator who was at fault in a labour commodities covered by ISE silo receipts to the members thereof," Lemmer said storage operators played a very important role in the functioning of the market.

'STORAGE OPERATORS PLAY A VERY IMPORTANT ROLE IN THE FUNCTIONING OF THE MARKET'

THE NEWS ON THE LAND

FEATURE Child Labour in Agriculture



A VICIOUS CIRCLE OF POVERTY

The scourge of child labour in agriculture

Across the world, child labour is practised more in agriculture than in any other sector. This is despite the numerous hazards involved in farm work, including unproven pesticides, working with potentially dangerous livestock, and carrying heavy loads over long distances. Moreover, a lack of access to quality education means these children not only suffer in terms of development, but are unable to escape the poverty trap. *Janine Ryan* investigates.

A 2018 documentary, *The Dark Side of Chocolate*, investigated child labour on cocoa plantations in Côte d'Ivoire, the world's largest producer of cocoa beans. The film revealed that apart from these mines being employed illegally under hazardous work conditions, many had been trafficked from neighbouring countries such as Mali and Burkina Faso.

According to the documentary, rural children from Mali, one of the world's poorest countries, are trafficked to a town or city on the border of Mali and Côte d'Ivoire, then smuggled across the border on motorcycle taxis. Here they are kept until sold to farmers to work on cocoa plantations.

A recent US government-funded report from the National Opinion Research Center at the University of Chicago found that the world's biggest chocolate companies had failed to achieve key targets set in 2010 to reduce the worst forms of child labour in their West African supply chains by 2020. According to the report, an estimated 1.6 million children were still involved in cocoa-related child labour in Côte d'Ivoire and Ghana in 2019 (down from 2.1 million in 2014), of which 9% were found to be engaged in "hazardous child labour".

(Cocoa refers to the trees and the beans, cocoa, cocoa butter and chocolate are made from the beans)

THE NEWS ON THE LAND

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 AND 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 round-up 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 AND 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 AND IMPLEMENTS

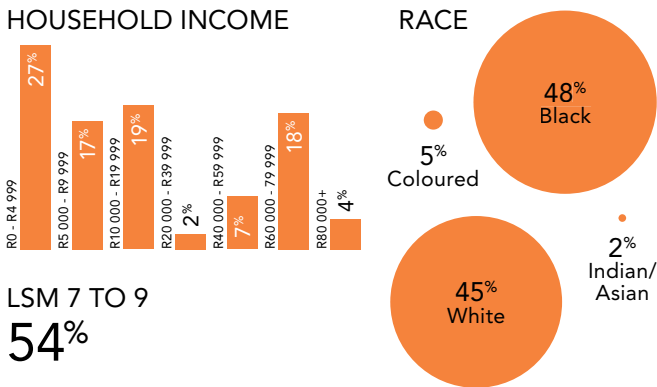
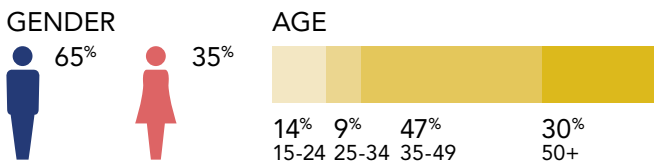
Farmer's Weekly covers the latest tractor and equipment news, as well as reviews from around the world, to help inform mechanisation choices on small-, medium- and large-scale farms. Our readers are provided with regular reviews of 'farm-friendly' bakkies, SUVs and 4x4s.

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-oriented and politically diverse.

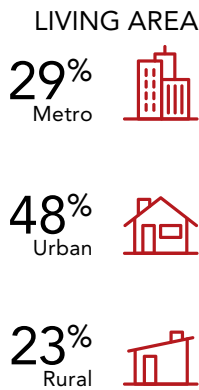
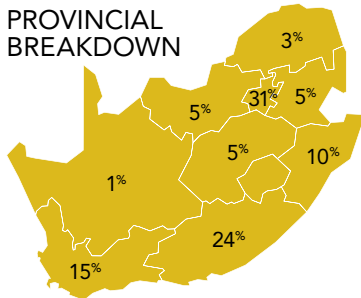
PRINT

Publisher Research Council of SA PAMS 2017
ABC Q4 2020



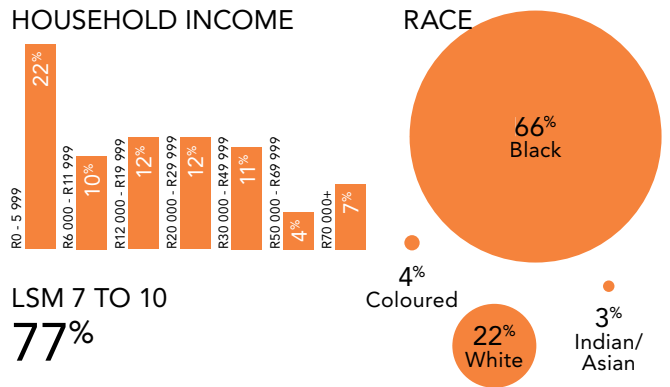
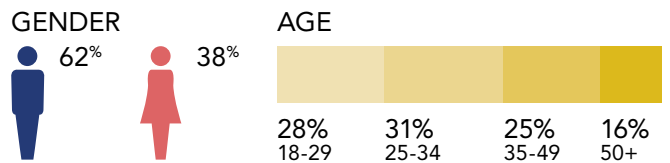
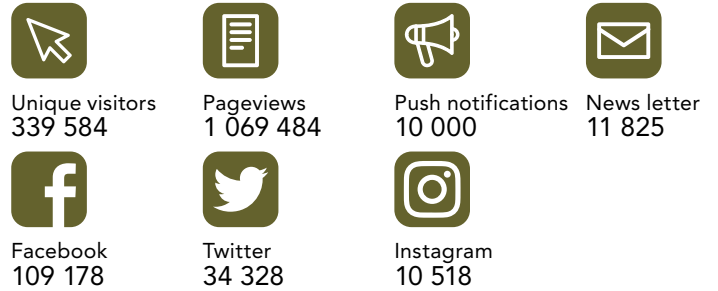
LSM 7 TO 9
54%

SEM 7 TO 9
54%

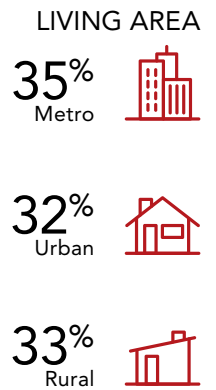
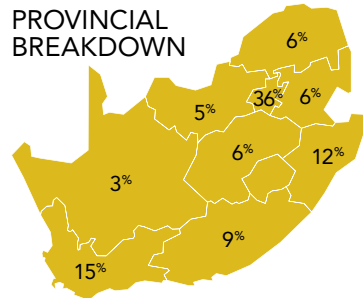


ONLINE

Narrative and Google Analytics
January 2021



LSM 7 TO 10
77%





PLANNED EDITORIAL FOCUSES 2021

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.

12 FEBRUARY

26 FEBRUARY

26 MARCH

30 APRIL

14 MAY

28 MAY

25 JUNE

30 JULY

13 AUGUST

20 AUGUST

27 AUGUST

10 SEPTEMBER

29 OCTOBER

26 NOVEMBER

24 & 31 DECEMBER

Farm security • Worker occupational health and safety
 Irrigation • Hydroponics • Intensive farming
 Farm technology • Soil health
 Pig farming • Animal feed
 Machinery and equipment
 Poultry farming • Animal health
 Agricultural education • Skills development
 Niche farming • The fresh produce value chain
 Nampo bumper preview issue
 Soil Health and irrigation technology
 ARC awards • Animal health • Beef commodity outlook
 Nampo Cape • Agri wheels
 Agri finance and investment
 Agri suppliers index (Listing of key agricultural stakeholders)
 Gift guide

*ISSUE DATES ARE SUBJECT TO CHANGE

PROMOTIONAL ARTICLE

Advertorial focus

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PACKAGE 2021

ELEMENTS	NORMAL RATE	DISCOUNT	COST
FULL PAGE ADVERTISEMENT	R17 640	R840	R16 800
FULL PAGE ADVERTORIAL	R19 950	R4 950	R15 000
DIGITORIAL	R10 000	R4 000	R6 000
ONE FACEBOOK MENTION	R5 000	R3 000	R2 000
FACEBOOK BOOST	R1 500	R0	R1 500
TWO TWEETS	R4 200	R2 000	R2 200
WEB BANNER (70 000 IMP)	R8 000	R4 500	R4 000
WEBSITE PUSH NOTIFICATONS	R3 500	R1 000	R2 500
TOTAL VALUE	R68 290	R18 290	R50 000

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

MAIN BODY RATES 2021

SIZE	TRIM		COST
	HEIGHT	WIDTH	
FULL COLOUR			
Double-page spread	276mm	420mm	R35 280
Full page	276mm	210mm	R17 640
1/2 double-page spread	138mm	420mm	R26 775
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 725
1/2 x 1	129mm	45mm	R2 310
1/4 x 4	62mm	195mm	R4 725
1/4 x 2	62mm	95mm	R2 625
1/4 x 1	62mm	45mm	R1 260
BLACK AND WHITE			
1/2 x 2	129mm	95mm	R3 780
1/2 x 1	129mm	45mm	R1 890
1/4 x 4	62mm	195mm	R3 780
1/4 x 2	62mm	95mm	R2 100
1/4 x 1	62mm	45mm	R1 050
SPECIAL POSITIONS			
Inside front cover double-page spread	276mm	420mm	R35 280
Inside front cover	276mm	210mm	R22 260
Inside back cover	276mm	210mm	R20 580
Outside back cover	276mm	210mm	R21 315
1st double-page spread	276mm	420mm	R38 955
Any guaranteed full page	276mm	210mm	R19 425
ADVERTORIALS			
Double-page spread	1 000 words, images and logo		R39 795
Full page	700 words, image and logo		R19 950
1/2 page	400 words and logo		R14 910

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

MATERIAL DEADLINES

Complete material: 3 weeks before issue date.

Make-up advertisements and advertorials: 4 weeks before issue date.

See Schedule 2021 page for full list of material deadlines

TECHNICAL SPECIFICATIONS

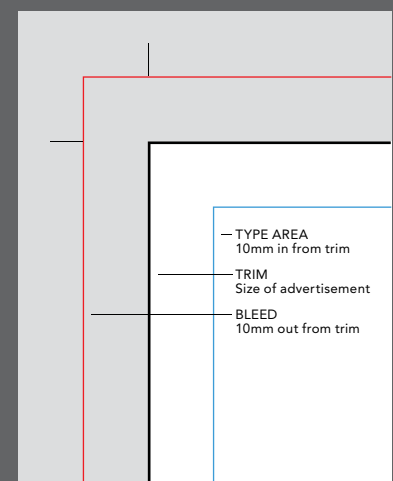
Farmer's Weekly is not A4 but 210mm x 276mm.

MATERIAL: Adsend / mediasend

BLEED: 10mm all around
FORMAT: PDF file
RESOLUTION: 300ppi
COLOUR: CMYK

TECHNICAL SET-UP

Request *Technical Specifications Print Set-Up* document for full specifications



ONLINE RATES 2021

ELEMENT	SPECIFICATION	COST
WEBSITE		
Supplied digital	600 words & 1 image (W:645pixels by H:400pixels)	R10 000
Commissioned digital	600 words & 1 image (W:645pixels by H:400pixels)	R14 000
Survey digital	Introduction paragraph Max 20 questions (closed-ended)	R21 000
Competition	400 words and 1 image	R5 000
BANNER		
Banner package (70 000 impressions)	Leader banner (W:728pixels by H:90pixels) MPU (W:300pixels by H:250pixels) 1/2 page (W:300pixels by H:600pixels) Mobile banner (W:320pixels by H:50pixels) OR (320pixels by 90pixels)	R8 000
Site takeover (one week)	Wall paper; mention in slider; roadblock-style banners	R30 000
Sectional takeover (one week)	Roadblock-style banners	R13 500
Special section on navigation tab (once-off)	30 days Three digital; roadblock-style banners	R42 000
NEWSLETTER		
Newsletter banner (every Tuesday)	Leader banner (W:728pixels by H:90pixels) (no GIFs)	R1 800
SOCIAL MEDIA		
Facebook	Standard post: (W:1200pixels by H:627pixels)	R5 000
*See specification requirements	Share	R4 000
	Live (Max 15 min)	R18 000
	Carousel ad: 4x images and headlines, URL link, client to provide handle and hashtags (limited to users' Facebook news feed) (W:1080pixels by H:1050pixels)	R8 000
	Video (Exclude Facebook ad spend)	R5 000
Twitter	Standard tweet (W:1200pixels by H:675pixels)	R2 100
Instagram	Single image (W:1080pixels by H:1080pixels)	R3 000
	Multiple images (W:1080pixels by H:1080pixels)	R4 000
	Stories (per slide) (W:1080pixels by H:1920pixels)	R1 500
WEBINAR		
	Includes hosting, registration, promotion and concept development	R30 000
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 500
Facebook ad spend*	Per post/per week	Min R2 000
Facebook video ad spend*	Per post/per week	Min R2 000

ONLINE DIGITORIAL PACKAGE

Supplied digital, Newsletter banner, 2 Tweets, 2 Facebook standard posts, and Facebook ad spend (R1 000 per post)

For: R20 800 (Save R7 000)

WEB BANNER TECHNICAL SPECIFICATIONS

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

FACEBOOK SPECIFICATIONS

FACEBOOK POST
Copy no more than 80 characters
Client must provide page handle and hashtags.
Post images saved as JPEG and contain no more than 20% text (includes logo).

FACEBOOK SHARE
Endorsement of client's Facebook post, *Farmer's Weekly* to create copy of the Facebook status
Editorial discretion remains

FACEBOOK VIDEO
File size: max 10MB
Dimensions:
W:1280pixels by H:720pixels
Duration: max 3 minutes
Post copy: 80 characters



INSERT RATES 2021

LOOSE INSERTS (PER 1 000 PRE-PRINTED COPIES)

PAGES	COST
2	R380
4	R520
6+8	R570
10+12	R630
16	R750
20	R900
24	R950
Loose inserts larger than 32 pages require bagging of R1 300 per 1 000 copies.	
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 OR STITCHED IN INSERTS (PER 1 000 PRE-PRINTED COPIES)

PAGES	COST
2	R430
4	R590
6	R690
8	R690
10	R800
12	R800
16	R850
20	R920
24	R1 100

MATERIAL SPECIFICATIONS

Maximum size 276mm x 210mm
Minimum size 40mm x 100mm

Bound or stitched inserts to be supplied untrimmed.

Other variants on application to be requested from a Caxton representative. All non-standard bound inserts require pre-insertion: R600 per 1 000 copies; please revert to general conditions.

DELIVERY SPECIFICATIONS

Inserts have to be delivered by the specified deadline to: CTP Printers, Cnr. Electron Ave & Industry Road, Isando, ATT: Penny de Jesus, 011 230 7030

All boxes have to be clearly marked *Farmer's Weekly* and include the issue date and quantity supplied.

CLASSIFIEDS 2021

AUCTIONS, PROPERTIES AND VACANCIES

FARMER'S SHOP WINDOW

SIZE			B&W	COLOUR	B&W	COLOUR
Full page	24 x 4 columns	240mm x 185mm	R 7 000	R 8 900	R 9 500	R 14 700
3/4 page	18 x 4 columns	180mm x 185mm	R 5 120	R 6 450	R 8 200	R 13 800
2/3 page	16 x 4 columns	160mm x 185mm	R 4 600	R 5 850	R 6 400	R 13 125
1/2 page horizontal	12 x 4 columns	120mm x 185mm	R 3 850	R 4 800	R 4 800	R 11 100
1/2 page vertical	24 x 2 columns	240mm x 92mm	R 3 850	R 4 800	R 4 800	R 11 100
1/3 page	8 x 4 columns	80mm x 185mm	R 2 400	R 3 000	R 3 200	R 10 500
1/4 page vertical	12 x 2 columns	120mm x 92mm	R 1 800	R 2 250	R 2 000	R 6 450
1/4 page horizontal	6 x 4 columns	60mm x 185mm	R1 680	R2 120	R1 880	R6 140
1/6 page	8 x 2 columns	80mm x 92mm	-	-	R1 665	R3 105
1/8 page	6 x 2 columns	60mm x 92mm	-	-	R1 480	R2 670



LINE ADVERTISEMENTS

STYLE A

Seven lines of plain text

Cost: R176,19*

Per additional line: R26,99*

GAME HUNTING
Scarce species and luxurious accommodation. Book now at Dinaleng safaris to avoid disappointment.
Phone 011 889 0885
www.dinaleng.co.za

ORDERNO

STYLE B

Seven lines of plain text and framed

Cost: R265,15*

Per additional line: R28,08*

GAME HUNTING
Scarce species and luxurious accommodation. Book now at Dinaleng safaris to avoid disappointment.
Phone 011 889 0885
www.dinaleng.co.za

ORDERNO

*This is only an estimate. Please speak to your sales consultant for an accurate rate based on the wording of your ad.

SCHEDULE 2021

Week	Issue date	Advertising closing date	Final advertising material date	Advertorial booking and material date	Deliver all added value/insert	On sale
1	01 Jan	27 Nov	05 Dec	20 Nov	10 Dec	25 Dec
2	08 Jan		Combined with 1 January			
3	15 Jan	03 Dec	11 Dec	26 Nov	17 Dec	08 Jan
4	22 Jan		Combined with 15 January			
5	29 Jan	31 Dec	08 Jan	24 Dec	14 Jan	22 Jan
6	05 Feb	06 Jan	14 Jan	06 Jan	20 Jan	29 Jan
7	12 Feb	13 Jan	21 Jan	06 Jan	27 Jan	05 Feb
8	19 Feb	20 Jan	28 Jan	13 Jan	03 Feb	12 Feb
9	26 Feb	27 Jan	04 Feb	20 Jan	10 Feb	19 Feb
10	05 Mar	03 Feb	11 Feb	27 Jan	17 Feb	26 Feb
11	12 Mar	10 Feb	18 Feb	03 Feb	24 Feb	05 Mar
12	19 Mar	17 Feb	25 Feb	10 Feb	03 Mar	12 Mar
13	26 Mar	24 Feb	04 Mar	17 Feb	10 Mar	19 Mar
14	02 Apr	04 Mar	12 Mar	25 Feb	17 Mar	26 Mar
15	09 Apr		Combined with 2 April			
16	16 Apr	17 Mar	25 Mar	10 Mar	31 Mar	09 Apr
17	23 Apr	24 Mar	01 Apr	17 Mar	07 Apr	16 Apr
18	30 Apr	31 Mar	08 Apr	24 Mar	14 Apr	23 Apr
19	07 May	07 Apr	15 Apr	31 Mar	21 Apr	30 Apr
20	14 May	14 Apr	22 Apr	07 Apr	28 Apr	07 May
21	21 May	21 Apr	29 Apr	14 Apr	05 May	14 May
22	28 May	28 Apr	06 May	21 Apr	12 May	21 May
23	04 Jun	05 May	13 May	28 Apr	19 May	28 May
24	11 Jun	12 May	20 May	05 May	26 May	04 Jun
25	18 Jun	19 May	27 May	12 May	02 Jun	11 Jun
26	25 Jun	26 May	03 Jun	19 May	09 Jun	18 Jun
27	02 Jul	02 Jun	10 Jun	26 May	16 Jun	25 Jun
28	09 Jul	09 Jun	17 Jun	02 Jun	23 Jun	02 Jul
29	16 Jul	16 Jun	24 Jun	09 Jun	30 Jun	09 Jul
30	23 Jul	23 Jun	01 Jul	16 Jun	07 Jul	16 Jul
31	30 Jul	30 Jun	08 Jul	23 Jun	14 Jul	23 Jul
32	06 Aug	07 Jul	15 Jul	30 Jun	21 Jul	30 Jul
33	13 Aug	14 Jul	22 Jul	07 Jul	28 Jul	06 Aug
34	20 Aug	21 Jul	29 Jul	14 Jul	04 Aug	13 Aug
35	27 Aug	28 Jul	05 Aug	21 Jul	11 Aug	20 Aug
36	03 Sep	04 Aug	12 Aug	28 Jul	18 Aug	27 Aug
37	10 Sep	11 Aug	19 Aug	04 Aug	25 Aug	03 Sep
38	17 Sep	18 Aug	26 Aug	11 Aug	01 Sep	10 Sep
39	24 Sep	25 Aug	02 Sep	18 Aug	08 Sep	17 Sep
40	01 Oct	01 Sep	09 Sep	25 Aug	15 Sep	24 Sep
41	08 Oct	08 Sep	16 Sep	01 Sep	22 Sep	01 Oct
42	15 Oct	15 Sep	23 Sep	08 Sep	29 Sep	08 Oct
43	22 Oct	22 Sep	30 Sep	15 Sep	06 Oct	15 Oct
44	29 Oct	29 Sep	07 Oct	22 Sep	13 Oct	22 Oct
45	05 Nov	06 Oct	14 Oct	29 Sep	20 Oct	29 Oct
46	12 Nov	13 Oct	21 Oct	06 Oct	27 Oct	05 Nov
47	19 Nov	20 Oct	28 Oct	13 Oct	03 Nov	12 Nov
48	26 Nov	27 Oct	04 Nov	20 Oct	10 Nov	19 Nov
49	03 Dec	03 Nov	11 Nov	27 Oct	17 Nov	26 Nov
50	10 Dec	10 Nov	18 Nov	03 Nov	24 Nov	03 Dec
51	17 Dec	17 Nov	25 Nov	10 Nov	01 Dec	10 Dec
52	24 Dec	25 Nov	03 Dec	18 Nov	08 Dec	17 Dec
53	31 Dec		Combined with 24 December			

DEADLINES

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
 SIZE: W:210mm by H:276mm
 BLEED: 10mm on all sides



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



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



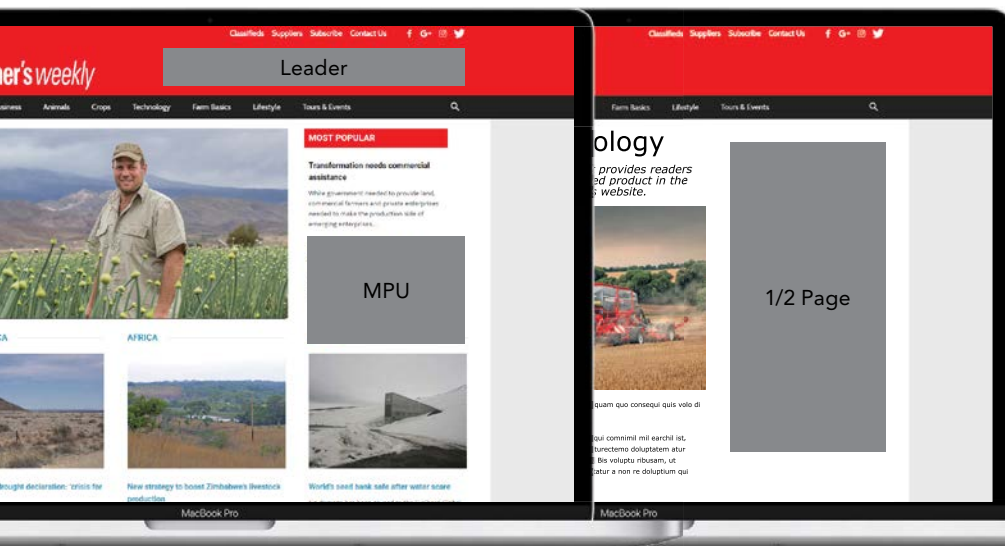
1/2X2
 SIZE: W:95mm by H:129mm
 BLEED: 10mm on all sides



1/4X4
 SIZE: W:195mm by H:62mm
 BLEED: 10mm on all sides



1/4X2
 SIZE: W:95mm by H: 62mm
 BLEED: 10mm on all sides



LEADER
 W:728px by H:90px

MPU
 W:300px by H:250px

1/2 PAGE
 W:300px by H:600px

MOBILE
 W:320px by H:50px

CONTACT US

MAIN BODY



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CLASSIFIEDS



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Classifieds Sales Representative
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RENÉ MOONSAMY
Classifieds Sales Representative
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EMAIL: renea@caxton.co.za

GENERAL CONDITIONS

PRINT CONDITIONS

- Advertisements are only accepted for publication under the following conditions:
 - The right to withhold any advertisement from publication and to cancel such an advertising order;
 - 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;
 - Omissions of any scheduled insertions by the advertiser shall be considered a breach of the conditions of the order;
 - Telephonic instructions must always be confirmed in writing.
- Although all efforts will be made to accommodate the advertiser, acceptance of any advertisement does not guarantee insertion on any specified date or dates.
- 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.
- The proprietors reserve the right to suspend an issue on any day and increase or decrease the usual number of editions without notice.
- 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.
- 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.
- Advertising orders are accepted subject to editorial space being given.
- T.C. (till cancelled) orders are guaranteed. Special positions require one month's notice.
- 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.
- 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 that has already appeared. The lower rate shall apply to advertising appearing after the date of increase.
- 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.
- Acceptance of copy:
 - If the material is received too late for publication, the space reserved may be charged for.
 - The right is reserved to refuse material or copy considered objectionable or unsuitable.
- If proofs are required, copy must be in the printer's hands at least three working days before publication deadline.
- No cancellations will be accepted after the booking deadline.

INSERT CONDITIONS

- 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.
- The rate quoted is per thousand (1 000) inserts, based on full print runs.
- The rate excludes agency commission, VAT and any contractual discounts.
- An additional 25% premium is to be charged for regional inserts (i.e. partial runs).
- Inserts are accepted upon confirmation of booking and are subject to the availability of space.
- The final quote is confirmed once the product to be inserted into the magazine has been viewed.
- 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.
- The insert is to be positioned at the discretion of Caxton Local Media.
- Inserts are to be delivered to the appropriate print factory. Delivery requirements need to be checked with a Caxton representative.
- Delivery deadlines for inserts are stipulated on the respective magazine deadline schedules.
- 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.
- Any overtime worked at our factories due to the late delivery of inserts will be charged to the advertiser's account.
- Any cancellations of a booked insert after the advertising deadline has expired will carry a 25% cancellation fee of the total price quoted.
- Any non-standard prices are valid for 45 days. If a booking takes place after this, a new quotation will be generated.
- Inserts have to be delivered by the specified deadline to: CTP Printers, Cnr. Electron Ave & Industry Road, Isando, 1609. Att: Penny de Jesus, 011 230 7030. All boxes have to be clearly marked *Farmer's Weekly* and include the issue date and quantity supplied