

CLASSIFIED SOLUTIONS

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.

Farmer's Weekly's classified section offers business owners and auctioneers the opportunity to connect with our brand audience. It offers a categorised layout which assists the reader to easily find a service provider. Our printed classified section also extends into an online platform which allows your advert to be seen by an even bigger audience.

SALES OPTIONS



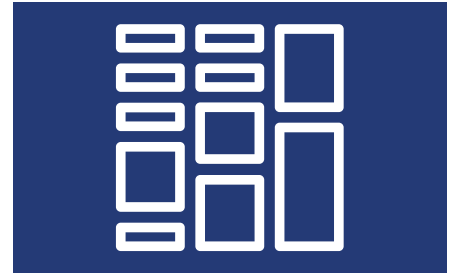
AUCTIONS

Auctioneers get the benefit of showcasing their upcoming auctions to our audience, not only through the promotional advert, but *Farmer's Weekly* also lists the auction in our auction calendar. The auctioneer can also submit livestock auction results and it will be published in the first issue of every month. This section features land, livestock and dispersal sales.



DISPLAY ADS

Farmer's Weekly's classified section also offers display ads which allows you to feature more prominently in this section at an affordable rate. These ads can be booked in the following categories: Farmer Shop Window, Farm Sales, Careers, Tuition. You can also link your display ad to a lineage ad to create maximum awareness of your product or service.



LINEAGE ADS / SMALLS

Whether you are promoting the sale of a single item or an ongoing service, our lineage ad options offer the most affordable and competitive rates to promote your product or service. Many advertisers prefer this section since it allows them to have frequent advertisements and thereby stay top of mind with our readers as a service provider.

SALES TEAM



REINHARD LOTZ
Marketing and Sales Manager
TEL: 010 971 3769
EMAIL: reinhard@caxton.co.za



NATASHA KOCK
Classifieds Sales Representative
TEL: 010 971 3770
EMAIL: natashakock@caxton.co.za



RENÉ MOONSAMY
Classifieds Sales Representative
TEL: 010 971 3771
EMAIL: renea@caxton.co.za

RATES 2022

For an additional 10% your ad can also appear on www.farmersweekly.co.za – speak to your sales consultant about this optional extra.

AUCTIONS, PROPERTIES AND VACANCIES

FARMER'S SHOP WINDOW

SIZE			B&W	COLOUR	B&W	COLOUR
Full page	24 x 4 columns	240mm x 185mm	R8 000	R10 230	R10 945	R16 940
3/4 page	18 x 4 columns	180mm x 185mm	R5 900	R7 425	R9 460	R15 400
2/3 page	16 x 4 columns	160mm x 185mm	R5 280	R6 710	R7 370	R14 850
1/2 page horizontal	12 x 4 columns	120mm x 185mm	R4 400	R5 500	R6 500	R12 650
1/2 page vertical	24 x 2 columns	240mm x 92mm	R4 400	R5 500	R6 500	R12 650
1/3 page	8 x 4 columns	80mm x 185mm	R2 775	R3 465	R4 000	R12 100
1/4 page vertical	12 x 2 columns	120mm x 92mm	R2 000	R2 500	R2 800	R7 400
1/4 page horizontal	6 x 4 columns	60mm x 185mm	R2 000	R2 500	R2 800	R7 400
1/6 page	8 x 2 columns	80mm x 92mm	R1 700	R2 200	R1 900	R3 500
1/8 page	6 x 2 columns	60mm x 92mm	–	–	R1 700	R3 080



LINE ADVERTISEMENTS

STYLE A

Seven lines of plain text

Cost: R200,00*

Per additional line: R31,17*

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: R305,00*

Per additional line: R32,43*

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

New rates are effective from 1 April 2022.

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

DEADLINES 2022

Week	Issue date	Cash payments	Booking deadline 16h00	Final classified material deadline	Material deadline 10h00	On sale
1	14 Jan	26 Dec	27 Dec	28 Dec	29 Dec	07 Jan
2	21 Jan	02 Jan	03 Jan	04 Jan	05 Jan	14 Jan
3	28 Jan	09 Jan	10 Jan	11 Jan	12 Jan	21 Jan
4	04 Feb	16 Jan	17 Jan	18 Jan	19 Jan	28 Jan
5	11 Feb	23 Jan	24 Jan	25 Jan	26 Jan	04 Feb
6	18 Feb	30 Jan	31 Jan	01 Feb	02 Feb	11 Feb
7	25 Feb	06 Feb	07 Feb	08 Feb	09 Feb	18 Feb
8	04 Mar	13 Feb	14 Feb	15 Feb	16 Feb	25 Feb
9	11 Mar	20 Feb	21 Feb	22 Feb	23 Feb	04 Mar
10	18 Mar	27 Feb	28 Feb	01 Mar	02 Mar	11 Mar
11	25 Mar	06 Mar	07 Mar	08 Mar	09 Mar	18 Mar
12	01 Apr	13 Mar	14 Mar	15 Mar	16 Mar	25 Mar
13	08 Apr	20 Mar	21 Mar	22 Mar	23 Mar	01 Apr
14	15 Apr	27 Mar	28 Mar	29 Mar	30 Mar	08 Apr
15	22 Apr	03 Apr	04 Apr	05 Apr	06 Apr	15 Apr
16	29 Apr	10 Apr	11 Apr	12 Apr	13 Apr	22 Apr
17	06 May	17 Apr	18 Apr	19 Apr	20 Apr	29 Apr
18	13 May	24 Apr	25 Apr	26 Apr	27 Apr	06 May
19	20 May	01 May	02 May	03 May	04 May	13 May
20	27 May	08 May	09 May	10 May	11 May	20 May
21	03 Jun	15 May	16 May	17 May	18 May	27 May
22	10 Jun	22 May	23 May	24 May	25 May	03 Jun
23	17 Jun	29 May	30 May	31 May	01 Jun	10 Jun
24	24 Jun	05 Jun	06 Jun	07 Jun	08 Jun	17 Jun
25	01 Jul	12 Jun	13 Jun	14 Jun	15 Jun	24 Jun
26	08 Jul	19 Jun	20 Jun	21 Jun	22 Jun	01 Jul
27	15 Jul	26 Jun	27 Jun	28 Jun	29 Jun	08 Jul
28	22 Jul	03 Jul	04 Jul	05 Jul	06 Jul	15 Jul
29	29 Jul	10 Jul	11 Jul	12 Jul	13 Jul	22 Jul
30	05 Aug	17 Jul	18 Jul	19 Jul	20 Jul	29 Jul
31	12 Aug	24 Jul	25 Jul	26 Jul	27 Jul	05 Aug
32	19 Aug	31 Jul	01 Aug	02 Aug	03 Aug	12 Aug
33	26 Aug	07 Aug	08 Aug	09 Aug	10 Aug	19 Aug
34	02 Sep	14 Aug	15 Aug	16 Aug	17 Aug	26 Aug
35	09 Sep	21 Aug	22 Aug	23 Aug	24 Aug	02 Sep
36	16 Sep	28 Aug	29 Aug	30 Aug	31 Aug	09 Sep
37	23 Sep	04 Sep	05 Sep	06 Sep	07 Sep	16 Sep
38	30 Sep	11 Sep	12 Sep	13 Sep	14 Sep	23 Sep
39	07 Oct	18 Sep	19 Sep	20 Sep	21 Sep	30 Sep
40	14 Oct	25 Sep	26 Sep	27 Sep	28 Sep	07 Oct
41	21 Oct	02 Oct	03 Oct	04 Oct	05 Oct	14 Oct
42	28 Oct	09 Oct	10 Oct	11 Oct	12 Oct	21 Oct
43	04 Nov	16 Oct	17 Oct	18 Oct	19 Oct	28 Oct
44	11 Nov	23 Oct	24 Oct	25 Oct	26 Oct	04 Nov
45	18 Nov	30 Oct	31 Oct	01 Nov	02 Nov	11 Nov
46	25 Nov	06 Nov	07 Nov	08 Nov	09 Nov	18 Nov
47	02 Dec	13 Nov	14 Nov	15 Nov	16 Nov	25 Nov
48	09 Dec	20 Nov	21 Nov	22 Nov	23 Nov	02 Dec
49	16 Dec	27 Nov	28 Nov	29 Nov	30 Nov	09 Dec
50	23 Dec	04 Dec	05 Dec	06 Dec	07 Dec	16 Dec

REACH A WIDER AUDIENCE

ONLINE PACKAGE

We have compiled an exciting offer for all our existing print clients to reach a broader market through our online platforms. **CONDITION:** Client must have placed an advertisement for the related auction in one of *Farmer's Weekly's* print issues.

REQUIRED ELEMENTS:

1. FACEBOOK POSTS: Copy: 40 words (125 characters), which is recommended for optimal delivery; Image: 1 200px wide by 627px high (20% text only); Client Facebook handle.

2. TWITTER POSTS: Copy: 280 characters; Client hashtags: 5 (maximum); Image: 1 024px wide by 512px high; Client Twitter handle.

3. WEBSITE DIGITORIAL: Copy: 200 to 400 words; Images: 645px wide by 400px high (this may include more details about the animals that will be featured at the production sale, as well as the location and time of the sale).

PACKAGE INCLUDES:

- One digitorial under the Auctions section of the website;
- Two organic Facebook posts driving traffic to the digitorial;
- Two tweets driving traffic to the digitorial.

TOTAL VALUE:
COST TO CLIENT:

R24 200
R12 100
Excluding VAT

FAST FACTS:

396 000 Unique website visitors
101 022 Facebook followers
32 700 Twitter followers

AUCTION RESULTS

INCREASE
AWARENESS OF
YOUR PRODUCTION
SALE BY ADVERTISING
YOUR AUCTION IN
FARMER'S WEEKLY!

Livestock auctions are the mainstay of animal production, and allows a producer to get the best possible price for his/her animals, while ensuring that other producers and breeders are able to introduce top-class genetics into his/her herd or flock. Auction results are also an indication to producers or stakeholders in livestock production of the value of animals on the market, and helps them make important buying and selling decisions.

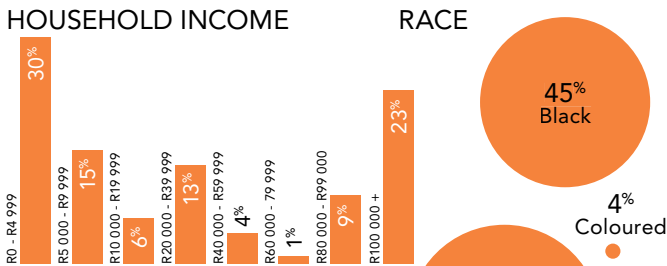
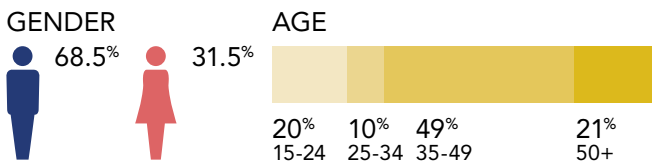
For this reason, *Farmer's Weekly* offers those auctioneers, producers or auction houses that advertise their upcoming auctions and production sales on the *Farmer's Weekly Classifieds* pages first opportunity to have their sales results published on the *Farmer's Weekly Auctions* page. These sales results include the prices of the highest-priced animals, as well as average prices achieved by animals at the sale and photographs of the highest-priced animals. Moreover, those auctions advertised on the *Classifieds* pages will be included in the *Farmer's Weekly Auctions Calendar* for the month in which the auction takes place to ensure that all interested participants are well informed on the date, location and offering of the auction.

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.

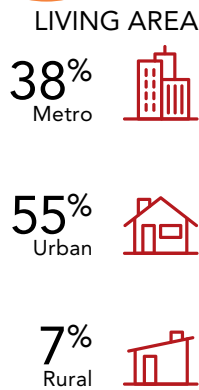
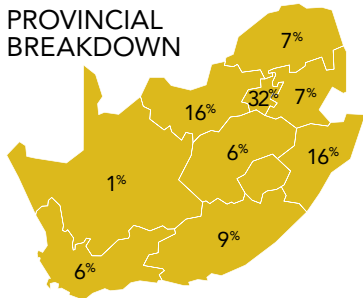
PRINT

PBMP211
Brandmapp 2021
ABC 2021 Q3



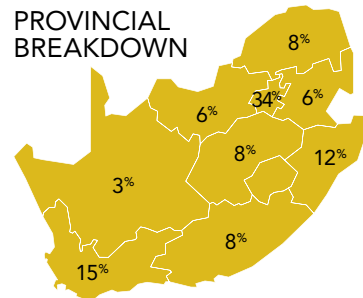
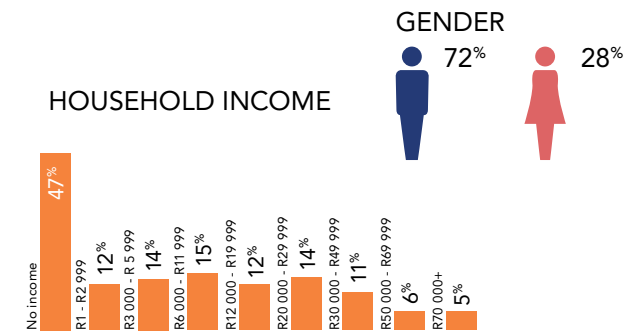
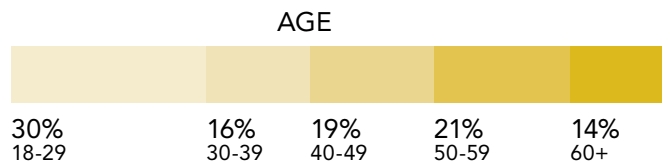
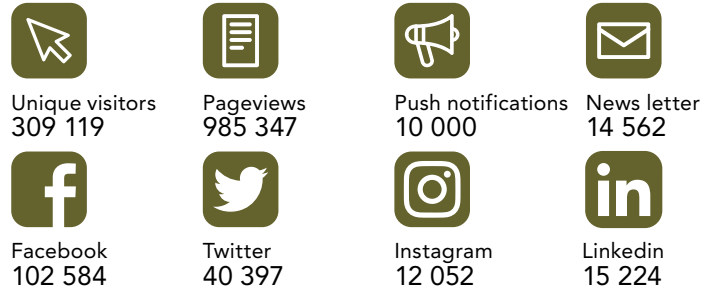
LSM 7 TO 9
17.3%

SEM 7 TO 9
29.1%



ONLINE

Narrative and Google Analytics
January 2022



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.

ADVERTISEMENT CONDITIONS

- All prices include VAT.
- Only recognised abbreviations will be accepted.
- Advertisements will be categorised according to the first product/service mentioned in the copy.
- Farmer's Weekly* accepts no responsibility for quality of goods or services, or for any loss or damage incurred due to incorrect advertisements. It will, however, reprint advertisements free of charge if it is deemed responsible for incorrect copy.
- Farmer's Weekly* reserves the right to refuse the placement of an advertisement.
- Errors and omissions must be reported within the first week of insertion; a reference number must be quoted in all correspondence.
- Credit applications will be authorised at the discretion of *Farmer's Weekly*, and accounts are strictly 30 days.
- Non-account holders are required to pay cash up front. Credit will not be given for typographical errors that do not lessen the effectiveness of the advert.
- Response to the advert is not guaranteed.
- Advertising agencies do not qualify for any discounts for Classifieds Advertising