

# farmer's weekly

## AUCTION ADVERTISING SOLUTIONS

FARMER'S WEEKLY IS SOUTH AFRICA'S LEADING SOURCE OF ENGLISH NEWS AND INFORMATION ABOUT THE AGRICULTURE AND AGRIBUSINESS SECTORS.

Auctioneers get the benefit of showcasing their upcoming auctions to our audience. Over and above the promotional print advert, *Farmer's Weekly* also lists the auction in our auction calendar on [farmersweekly.co.za](http://farmersweekly.co.za) free of charge.

The auctioneer can also submit livestock auction results and it will be published in print.



## SALES TEAM



**NATASHA KOCK**  
Classifieds Sales Representative  
TEL: 010 971 3770  
EMAIL: [natashakock@caxton.co.za](mailto:natashakock@caxton.co.za)



**RENÉ MOONSAMY**  
Classifieds Sales Representative  
TEL: 010 971 3771  
EMAIL: [renea@caxton.co.za](mailto:renea@caxton.co.za)

# STATISTICS & REACH

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 circulation  
6 415



News letter  
14 438



Average issue readers  
585 000



Facebook  
126 355



Unique visitors  
403 158



Twitter  
44 818

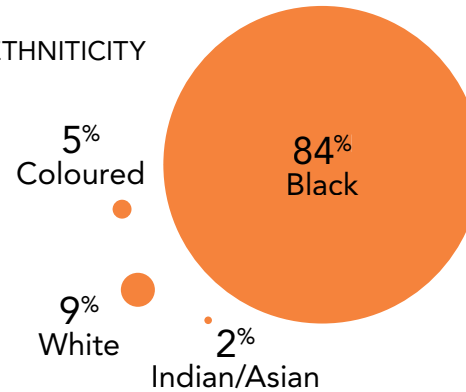


Pageviews  
613 885

## AGE



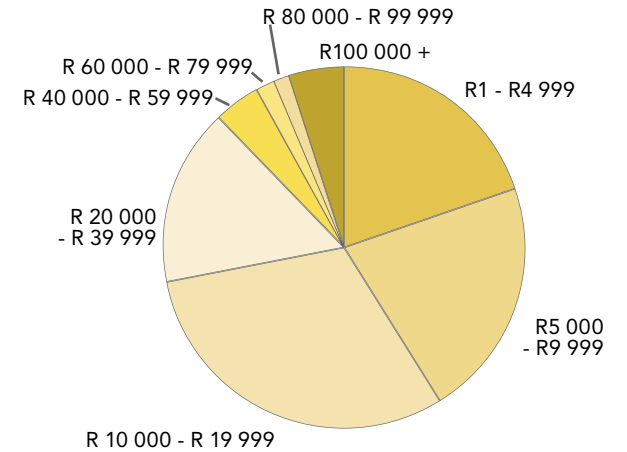
## ETHNICITY



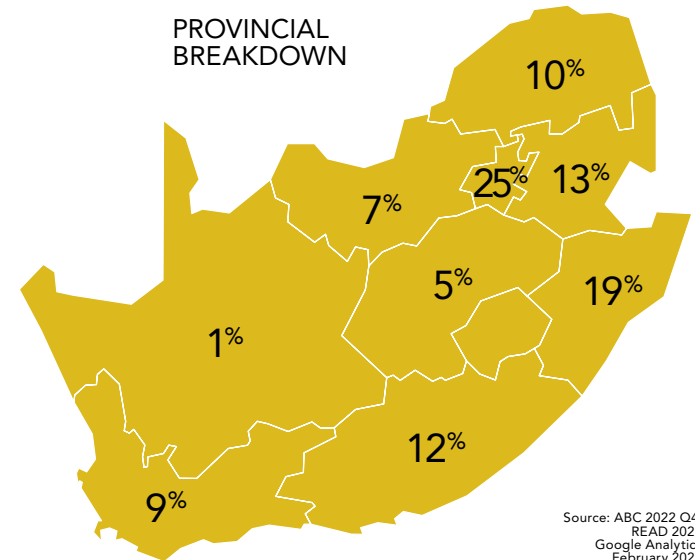
## LIVING AREA



## INCOME



## PROVINCIAL BREAKDOWN



Source: ABC 2022 Q4, READ 2022, Google Analytics February 2023

# PRINT AUCTION AD RATES

All rates exclude VAT and are applicable to auction advertising only.  
Prices are subject to change.

Full Page	245mm x 190mm	R11 000
1/2 Horizontal	120mm x 190mm	R5 900
1/2 Vertical	245mm x 93mm	R5 900
1/3 page	80mm x 190mm	R3 650
1/4 vertical	120mm x 93mm	R2 750
1/4 horizontal	60mm x 190mm	R2 750

Black and white as well as single column rates are available on request.



CAXTON local media

For terms and conditions, visit [farmersweekly.co.za](http://farmersweekly.co.za).  
Prices subject to change. Last update: 2023/05/03

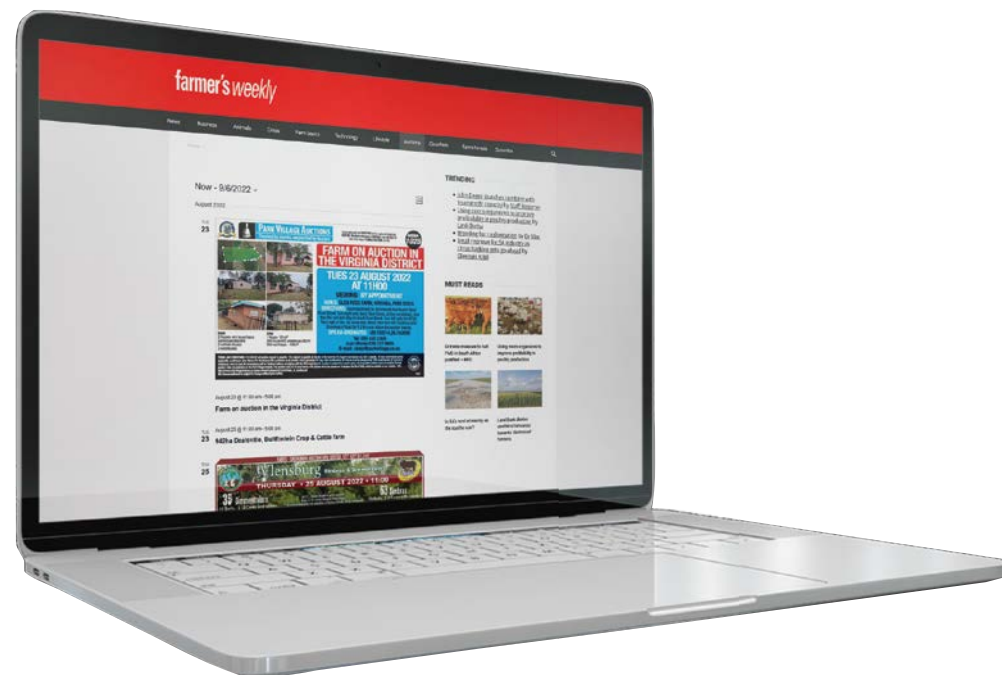
farmer's weekly

# FARMERSWEEKLY.CO.ZA

## AUCTION AD RATES

Valid from 1 May 2023

ELEMENT		COST
<b>WEBSITE</b>		
Digital auction listing	600 words & 1 image (W:645pixels by H:400pixels)	R4 500
<b>BANNER</b>		
Banner package (70 000 impressions)		R7 000
Sectional takeover (one week)	Roadblock-style banners of the auction section	R5 000
<b>NEWSLETTER</b>		
Newsletter banner (every Tuesday)	Width: 728 pixels by Height: 90 pixels	R2 000
<b>SOCIAL MEDIA</b>		
Facebook	Standard post	R2 500
	Share	R2 000
Twitter	Standard tweet	R1 500



### TWITTER SPECIFICATIONS

- Copy no more than 80 words
- Client should provide their own Twitter handle and hashtags. (If the client does not have a twitter account it is also acceptable).
- Tweet image saves as a JPEG.
- Width:1200 pixels by Height:675 pixels

### FACEBOOK SPECIFICATIONS

- Copy no more than 80 words
- Client should provide their own page handle and hashtags.
- Post images saved as JPEG and contain no more than 20% text (includes logo).
- Width:1200 pixels by Height 627 pixels



### ONLINE AUCTION PACKAGE

- Auction listing
- Newsletter banner
- 2 Tweets
- 1 Facebook post
- Facebook adspend (R500)
- R11 000 (Save R1 500)



CAXTON local media

For terms and conditions, visit farmersweekly.co.za.  
Prices subject to change. Last update: 2023/05/03

farmer's weekly



# CASH CLIENTS

DO NOT MISS OUR BOOKING AND PAYMENT DEADLINES

**BOOKING CONFIRMATION**  
12 NOON, TUESDAY EVERY WEEK

**MATERIAL DEADLINE**  
WEDNESDAY EVERY WEEK

**POP SUBMITTED TO FARMER'S WEEKLY**  
48 HOURS AFTER CONFIRMATION OF BOOKING

Should we not receive payment within 48 hours, your sales representative will be in contact with either move the booking out to a different date or cancel the booking. Alternatively, you are welcome to apply for 30 day payment terms.

# DEADLINES

Week	Issue date	Cash payments	Booking deadline 16h00	Final classified material deadline	On sale
11	17 Mar	27-Feb	28-Feb	01 Mar	10 Mar
12	24 Mar	06-Mar	07-Mar	08 Mar	17 Mar
13	31 Mar	12-Mar	13-Mar	14 Mar	24 Mar
15	7 & 14 April	20-Mar	21-Mar	22 Mar	31 Mar
16	21 Apr	01-Apr	02-Apr	03 Apr	14 Apr
17	28 Apr	10-Apr	11-Apr	12 Apr	21 Apr
18	05 May	17-Apr	18-Apr	19 Apr	28 Apr
19	12 May	23-Apr	24-Apr	25 Apr	05 May
20	19 May	01-May	02-May	03 May	12 May
21	26 May	08-May	09-May	10 May	19 May
22	02 Jun	15-May	16-May	17 May	26 May
23	09 Jun	22-May	23-May	24 May	02 Jun
24	16 Jun	29-May	30-May	31 May	09 Jun
25	23 Jun	05-Jun	06-Jun	07 Jun	16 Jun
26	30 Jun	11-Jun	12-Jun	13 Jun	23 Jun
27	07 Jul	19-Jun	20-Jun	21 Jun	30 Jun
28	14 Jul	26-Jun	27-Jun	28 Jun	07 Jul
29	21 Jul	03-Jul	04-Jul	05 Jul	14 Jul
30	28 Jul	10-Jul	11-Jul	12 Jul	21 Jul
31	04 Aug	17-Jul	18-Jul	19 Jul	28 Jul
32	11 Aug	24-Jul	25-Jul	26 Jul	04 Aug
33	18 Aug	31-Jul	01-Aug	02 Aug	11 Aug
34	25 Aug	07-Aug	08-Aug	09 Aug	18 Aug
35	01 Sep	14-Aug	15-Aug	16 Aug	25 Aug
36	08 Sep	21-Aug	22-Aug	23 Aug	01 Sep
37	15 Sep	28-Aug	29-Aug	30 Aug	08 Sep
38	22 Sep	04-Sep	05-Sep	06 Sep	15 Sep
39	29 Sep	11-Sep	12-Sep	13 Sep	22 Sep
40	06 Oct	18-Sep	19-Sep	20 Sep	29 Sep
41	13 Oct	25-Sep	26-Sep	27 Sep	06 Oct
42	20 Oct	02-Oct	03-Oct	04 Oct	13 Oct
43	27 Oct	09-Oct	10-Oct	11 Oct	20 Oct

