

farmer's *weekly*

2023 MEDIA KIT





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 112 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.

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farmer's weekly

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Prices subject to change. Last update: 2023/05/08



CAXTON local media

Saving Southern Africa's smallest wild cat

Marion and Richard Holmes, who live near Cradock in the Eastern Cape, have made it their life's ambition to conserve the vulnerable black-footed cat and African wildcat. They spoke to Annelie Coleman about the methods they employ.



40 | *farmer's weekly* | 24 SEPTEMBER 2021

Marion and Richard Holmes began their conservation work in 2000 and established the Cat Conservation Trust on their 3 440ha Clifton Game Farm near Cradock in 2006. The objective of the trust is to rehabilitate, breed and, where possible, release the black-footed cat (*Felis nigripes*) and African wildcat (*F. silvestris*). This article focuses on their work with the former.

According to Marion, there are fewer than 1 000 black-footed cats left in the world. They are classified as vulnerable, but because of their secretive behaviour there is not enough information available to determine their true status.

The Convention on International Trade in Endangered Species of Wild Fauna and Flora states that the black-footed cat is the most vulnerable of all the small wild cats in sub-Saharan Africa. The International Society for Endangered Cats states on its website that the black-footed cat faces human-made threats such as overgrazing and loss of habitat, leading to a reduced prey base. Another serious problem is that farmers indiscriminately poison carcasses to kill cats and jackals in order to curb broodstock production, and the black-footed cat suffers from these.

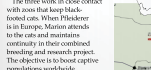
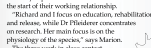
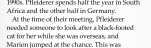
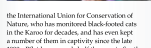
BEAUTIFUL PREDATORS
The black-footed cat occurs mainly in Botswana, Namibia and South Africa. It is Africa's smallest wild cat and the second-smallest in the world, weighing in at between 1kg and 2,2kg, with a shoulder height of 8cm to 25cm.

It is known in colour and marked with dark lines and spots, and the sides of its feet are black or dark brown. It has a short tail, broad skull, prominent ears, and eyes that reflect blue at night. The black-footed cat is a highly opportunistic hunter, feeding mainly on rodents and birds, as well as insects, gophers, jackals and snakes. Highly territorial and fierce, it can kill prey as large as a kudu or a lion. It maintains a 40% hunting success rate, and can consume 3 000 rodents a year, making it a great friend of the farmer.

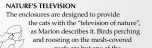
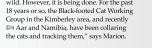
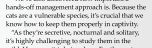
The cats shelter from the heat of the sun in shaded termite mounds or springhare burrows, which have earned them the name of 'squirrel cat' or 'squirrel tiger'. These solitary animals drink little water, as they derive the moisture they need from their prey.

The black-footed cat's gestation period is 63 to 68 days, and it can produce two litters a year. The litters vary in size from one to four kittens.

HOW THE CAT CONSERVATION TRUST BEGAN
The Holmes' journey with small wild cats started in 2000 when Marion happened upon catted kittens in need of care. In 2004, she met Dr Mircea Plădăreanu, a cat specialist with



100 YEARS ON THE LAND



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1 The black-footed cat (*Felis nigripes*) is classified as vulnerable, but the species with the least that because of its secretive behaviour, there is not enough information available to determine its true status. (P. J. J. J.)

2 Small black-footed cat species occur in the Cat Conservation Trust, but are neither bred nor released back into the wild. (P. J. J. J.)

3 African wildcat (*Felis silvestris*) and leopard (*Panthera pardus*) are under threat. Habitat loss and fragmentation, as well as their high susceptibility to domestic cat diseases, are two of the biggest challenges faced by the species. (P. J. J. J.)

4 Richard and Marion Holmes.

introduce them into protected areas in South Africa, and create awareness of their plight as well as their role in the environment.

The species is exceedingly difficult to keep because of the high prevalence of systemic amyloidosis, a deadly disease caused by stress. However, the trust's work has shown some positive results so far through a careful approach to management. They have succeeded in reducing the levels of amyloidosis markedly.

One of the key lessons they have learnt is to build enclosures that mimic nature as closely as possible. "We've also discovered how important a hands-off management approach is. Because the cats are a vulnerable species, it's crucial that we know how to keep them properly in captivity."

"As they're nocturnal, nocturnal and solitary, it's highly challenging to study them in the wild. However, it is being done. For the past 10 years or so, the Black-footed Cat Working Group in the Kimberley area, and recently in the Karoo, have been collating the cats and tracking them," says Marion.

NATURE'S TELEVISION
The enclosures are designed to provide the cats with the "illusion of nature", as Marion describes it. Birds perching and roosting on the mesh-covered roofs are but one of the sources of stimulation for the cats. Fully covered mesh tunnels also run through their enclosures, allowing the farms' resident guinea pigs and rabbits to move in and from their own housing adjacent to the cats' enclosures.



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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.

STATISTICS

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 audience is a direct result of the brand's broad range of topics and expert contributors. *Farmer's Weekly* audience members are forward-thinking, solution-driven, profit-oriented and politically diverse.

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



Print
circulation
6 415



Average
issue readers
585 000



Unique visitors
403 158



Pageviews
613 885



News letter
14 438



Facebook
126 355

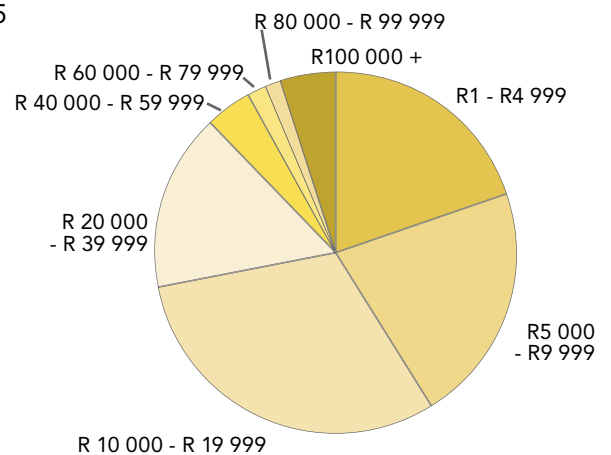


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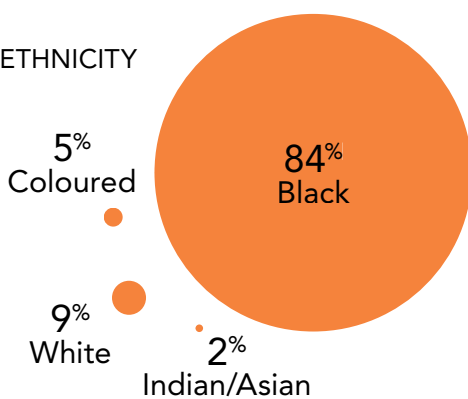
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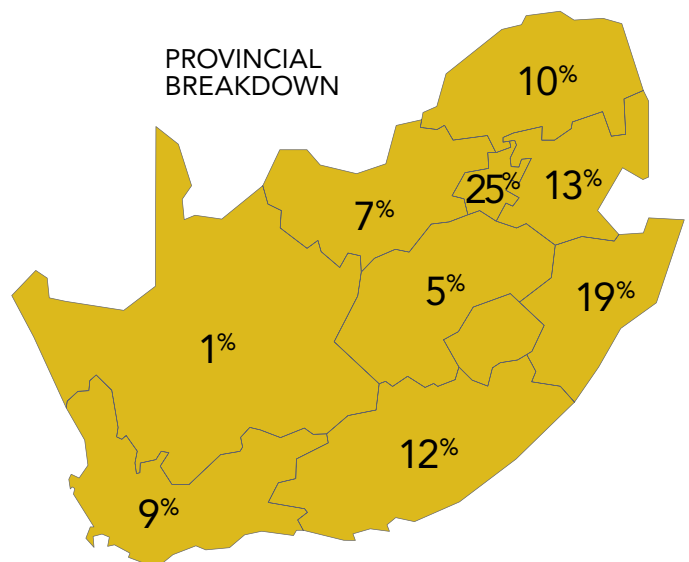
INCOME



ETHNICITY



PROVINCIAL BREAKDOWN



LIVING AREA





PLANNED EDITORIAL FOCUSES

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.

24 FEBRUARY

31 MARCH

21 APRIL

12 MAY

26 MAY

30 JUNE

25 AUGUST

8 SEPTEMBER

15 SEPTEMBER

29 SEPTEMBER

27 OCTOBER

3 NOVEMBER

24 NOVEMBER

22 & 29 DECEMBER

Farm Technology • Soil Health • Irrigation

Hydroponics • Intensive Farming • Irrigation

Pig Farming • Animal Feed

Nampo Preview • Machinery and Equipment

Poultry Farming • Animal Health • Royal Show

Agricultural education • Skills Development

Agri Wheels • Machinery and Equipment

Nampo Cape Preview • Machinery and Equipment • Agri Wheels

Soil Health • Irrigation

Nampo Alfa Preview • Animal Health

Agri finance and investment

Farm Security

Agri Suppliers index (list your distributors/representatives)

Gift Guide • Festive Greetings

*ISSUE DATES ARE SUBJECT TO CHANGE

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110 YEARS ON THE LAND

Advertorial focus

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PROMOTIONAL ARTICLE



Digitorial

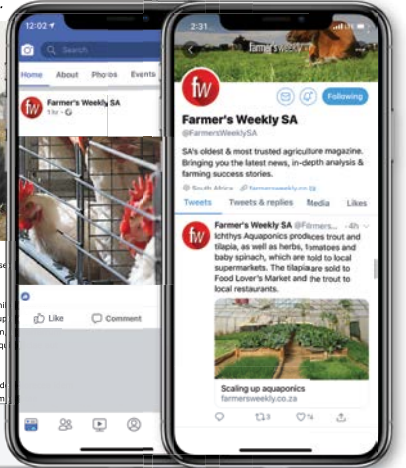
A digitorial is an advertisement that provides readers with information about the advertised product in the style of an article on the magazine's website.



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CROSS-PLATFORM SOLUTION

ELEMENTS	NORMAL RATE	DISCOUNT	COST
FULL PAGE ADVERT	R22 000	R2 000	R20 000
FULL PAGE ADVERTORIAL	R24 000	R3 000	R21 000
DIGITORIAL	R14 000	R5 000	R9 000
FACEBOOK POST	R6 000	R2 500	R3 500
FACEBOOK BOOST	R1 500	R0	R1 500
TWO TWEETS	R2 500	R500	R2 000
WEB BANNER	R10 000	R1 000	R9 000
NEWSLETTER BANNER	R3 500	R1 500	R2 000
TOTAL VALUE	R83 500	R15 500	R68 000

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

New rates are effective from 1 December 2022.

farmer's weekly

All rates exclude VAT. All rates are nett of any agency fees and/or complete material discounts. Normal deadlines and advert specifications apply

For terms and conditions, visit farmersweekly.co.za. Prices subject to change. Last update: 2023/05/08



CAXTON local media

MAIN BODY RATES

SIZE TRIM COST

FULL COLOUR	HEIGHT	WIDTH	
Double-page spread	276mm	420mm	R44 000
Full page	276mm	210mm	R22 000
1/2 double-page spread	138mm	420mm	R32 000
1/2 horizontal	138mm	210mm	R14 000
1/2 vertical	276mm	105mm	R14 000
1/3 vertical	276mm	70mm	R13 200
Quarter horizontal (1/4 x 4)	62mm	195mm	R6 000
Quarter vertical (1/2 x 2)	129mm	95mm	R6 000
1/4x2	62mm	95mm	R3 000

BLACK AND WHITE

Quarter horizontal (1/4 x 4)	62mm	195mm	R5 000
Quarter vertical (1/2 x 2)	129mm	95mm	R5 000
1/4 x 2	62mm	95mm	R2 500

SPECIAL POSITIONS

Inside front cover	276mm	210mm	R25 300
Inside back cover	276mm	210mm	R23 100
Outside back cover	276mm	210mm	R24 200

ADVERTORIALS

Double-page spread	1 000 words, images and logo	R48 000
Full page	700 words, image and logo	R24 000
1/2 page	400 words and logo	R17 600

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 2023 page for full list of material deadlines

New rates are effective from 1 December 2022.

ONLINE RATES

ELEMENT	SPECIFICATION	COST
WEBSITE		
Supplied digital	600 words & 1 image (W:645pixels by H:400pixels)	R14 000
Commissioned digital	600 words & 1 image (W:645pixels by H:400pixels)	R18 000
Survey digital	Introduction paragraph Max 20 questions (closed-ended)	R25 000
Competition	400 words and 1 image	R6 000
BANNER		
Banner package (70 000 impressions)	Leader banner MPU 1/2 page Mobile banner	R10 000
Sectional takeover (one week)	Roadblock-style banners	R 15 500
Special section on navigation tab (once-off)	30 days Three digital; roadblock-style banners	R48 000
NEWSLETTER		
Newsletter banner (every Tuesday)	Leader banner (W:728pixels by H:90pixels) (no GIFs)	R3 500
Newsletter Mention	(only available in conjunction with a digital)	R4 000
SOCIAL MEDIA		
Facebook	Standard post: (W:1200pixels by H:627pixels)	R6 000
*See specification requirements	Share	R4 400
	Live (Max 15 min)	R19 800
	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 800
	Video (Exclude Facebook ad spend)	R 5 500
Twitter	Standard tweet (W:1200pixels by H:675pixels)	R2 500
Instagram	Single image (W:1080pixels by H:1080pixels)	R3 500
	Multiple images (W:1080pixels by H:1080pixels)	R4 400
	Stories (per slide) (W:1080pixels by H:1920pixels)	R1 650
WEBINAR		
Includes hosting, registration, promotion and concept development		R65 000
WEB VIDEO SERIES		
6 episodes	Max 1-2 min	R50 000
PUSH NOTIFICATIONS		
Push notifications have to be purchased in conjunction with at least one of the above elements		
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 digital,
Newsletter banner,
2 Tweets,
2 Facebook standard posts, and
Facebook ad spend (R1 000 per post)

For: R28 000 (Save R7 500)

WEB BANNER TECHNICAL SPECIFICATIONS

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

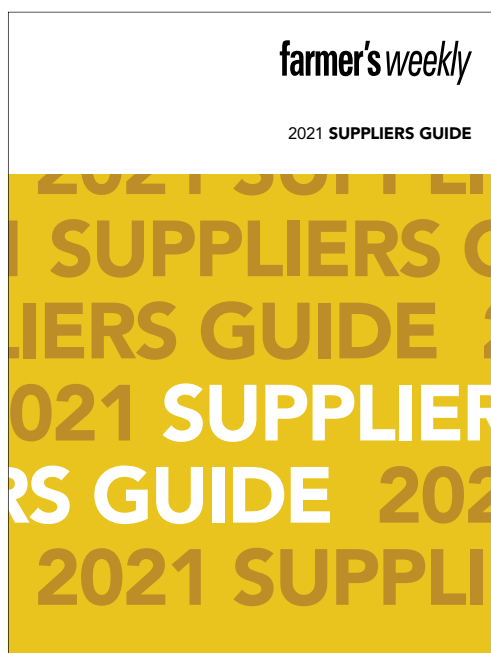
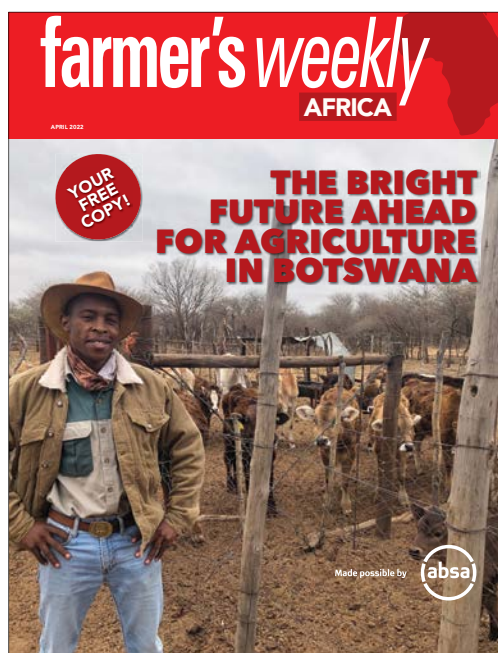
FACEBOOK SPECIFICATIONS

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

New rates are effective from 1 December 2022.



INSERT RATES

LOOSE INSERTS

(PER 1 000 PRE-PRINTED COPIES)

PAGES	COST
2	R500
4	R680
6+8	R740
10+12	R825
16	R980
20	R1 100
24	R1 270
Loose inserts larger than 32 pages require bagging of R1 300 per 1 000 copies.	
32	R1 330
36	R1 520
40	R1 600
44	R1 800
48	R1 870
52	R1 925
56	R2 050
60	R2 100
64	R2 300
68	R2 300
72	R2 420
76	R2 480
80	R2 500

BOUND OR STITCHED IN INSERTS

(PER 1 000 PRE-PRINTED COPIES)

PAGES	COST
2	R570
4	R770
6	R900
8	R900
10	R1 045
12	R1 045
16	R1 100
20	R1 200
24	R1 430

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: Theresia Mohlala, 011 230 7030

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

New rates are effective from 1 January 2023.

CLASSIFIEDS

AUCTIONS PROPERTIES AND VACANCIES

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

FARMER'S SHOP WINDOW

Full Page	245mm x 190mm	R17 900
3/4 Page	180mm x 190mm	R15 500
2/3 Page	160mm x 190mm	R15 000
1/2 Horizontal	120mm x 190mm	R13 400
1/2 Vertical	245mm x 93mm	R13 400
1/3 page	80mm x 190mm	R12 800
1/4 Vertical	120mm x 93mm	R7 900
1/4 Horizontal	60mm x 190mm	R7 900

All auctions are automatically get listed on www.farmersweekly.co.za



New rates are effective from 1 December 2022.

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

DEADLINES

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

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.

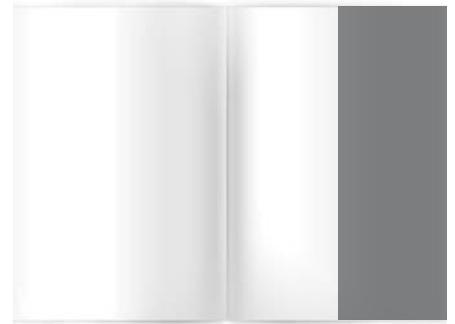
VISUAL GUIDE



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



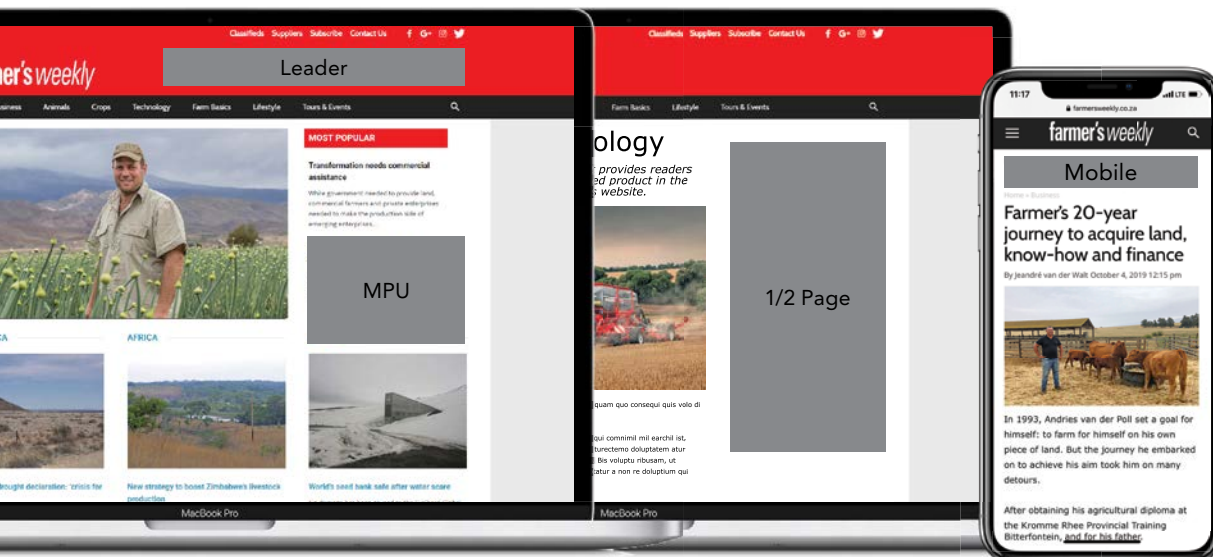
1/2X2
SIZE: W:95mm by H:129mm
BLEED: 10mm on all sides



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
W:970px by H:90px

MPU
W:250px by H:250px
W:200px by H:200px
W:336px by H:280px
W:300px by H:250px

1/2 PAGE
W:300px by H:600px
W:120px by H:600px
W:160px by H:600px

MOBILE
W:300px by H:50px
W:300px by H:100px
W:320px by H:50px
W:320px by H:100px

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