



farmer's *weekly*

MEDIA KIT

2024

FARMER'S WEEKLY IS A MULTIMEDIA PLATFORM

We remain a leading source of agricultural information in sub-Saharan Africa by providing:

- current news (commoditised and analysis),
- best-practice case studies (production stories),
- how-to guides and info-graphics,
- market trend coverage across multiple platforms.



CONTENT MIX

Our publishing platforms feature content sections that provide relevant and up-to-date information to the entire agricultural value chain.



NEWS & OPINION

Insightful comments, market analysis and groundbreaking stories.



CROPS

Expert advice from farmers, scientists and economists on production and marketing.



MACHINERY & IMPLEMENTS

The latest equipment news, maintenance and product reviews.



LIVESTOCK & POULTRY

All the information that livestock producers need to increase profits.

farmer's weekly



5 361



133 822



15 161



NEW



46 398



240 318



5 548

NEW VENTURES FOR 2024

Farmer's Weekly will remain relevant and continuously grow, ensuring that our readers are up to date and informed in order to optimise their agricultural footprint.

Information Station

Small and interactive farmer information days connect commercial services, products and markets to an engaged audience.

'How To' Pull-Out

Each week the magazine will contain topical back-to-basics agri- and agro-processing information aimed at foundational knowledge enhancement.

'How To' Booklet

Tutorial and informational guides compiled, printed and translated into six South African and two African vernaculars.



FARMERSWEEKLY.CO.ZA

FOLLOW US ON SOCIAL MEDIA
@FARMERSWEEKLYSA



5 361



133 822



15 161



NEW



46 398



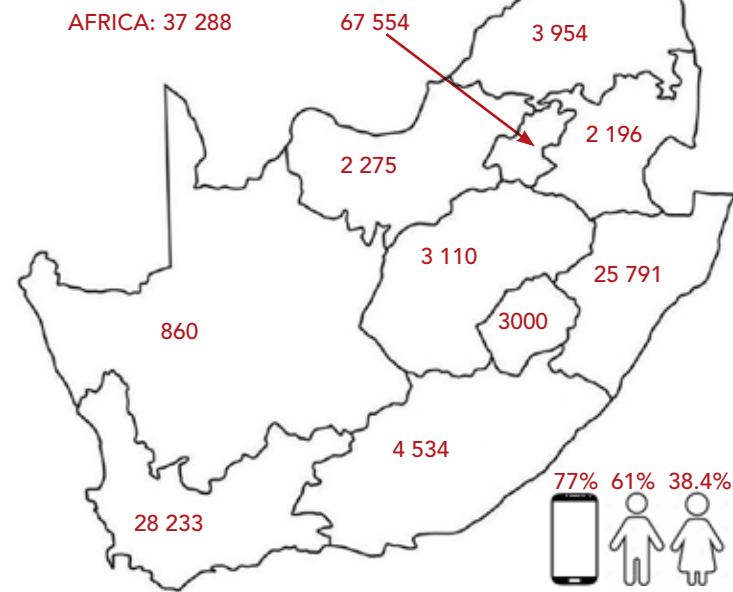
240 318



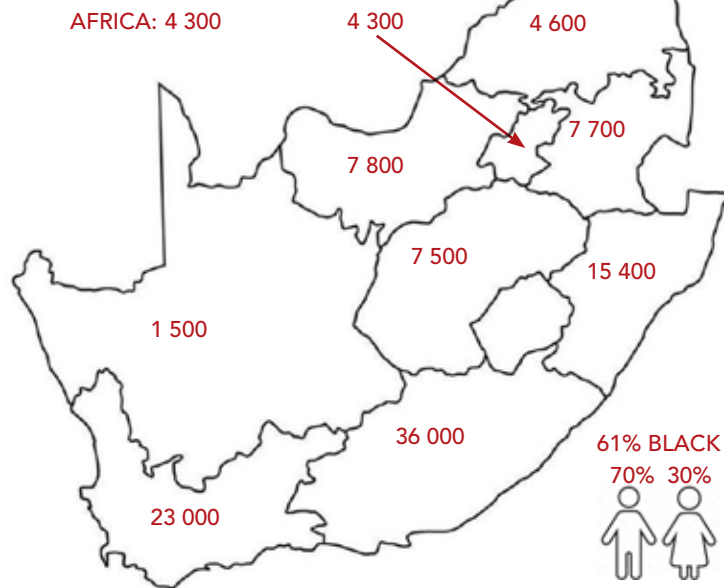
5 548



DIGITAL AUDIENCE
240 318 UNIQUE VISITORS



PRINT AUDIENCE
154 000 READERS



SOCIAL MEDIA AUDIENCE
240 863 COMBINED SOCIAL REACH



Source: ABC 2023 Q2, READ 2022, Google Analytics OCTOBER 2023



AUCTION FULL COLOUR RATES

Full page full colour	R11 800.00
1/2 Horizontal full or	
1/2 Vertical full colour	R6 400.00
1/3 Horizontal or	
1/3 Vertical full colour	R4 000.00
1/4 Horizontal or	
1/4 Vertical full colour	R3 000.00

AUCTION BLACK & WHITE RATES

Full page black & white	R9 000.00
1/2 Horizontal or	
1/2 Vertical black & white	R4 350.00
1/3 Horizontal or	
1/3 Vertical black & white	R3 000.00
1/4 Horizontal or	
1/4 Vertical black & white	R2 150.00

SOCIAL MEDIA RATES

WhatsApp post	R200.00
Facebook post	R2 000.00
Instagram post	R2 000.00

INSERT RATES Request from your Caxton representative

New rates are effective from 1 January 2024.

AUCTION RATE CARD

Promote your business to the
Farmer's Weekly audience.



5 361



133 822



15 161



NEW



46 398



240 318



5 548

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: 2023/12/05



CAXTON local media

SHOP WINDOW RATES

Full page full colour	R13 000.00
3/4 Horizontal or	
3/4 Vertical full colour	R11 000.00
2/3 Horizontal or	
2/3 Vertical full colour	R10 000.00
1/2 Horizontal or	
1/2 Vertical full colour	R7 500.00
1/3 Horizontal or	
1/3 Vertical full colour	R6 800.00
1/4 Horizontal or	
1/4 Vertical full colour	R4 800.00

SHOP WINDOW BLACK & WHITE

Full page black & white	R9 750.00
3/4 Horizontal or	
3/4 Vertical black & white	R8 250.00
2/3 Horizontal or	
2/3 Vertical black & white	R7 500.00
1/2 Horizontal or	
1/2 Vertical black & white	R5 625.00
1/3 Horizontal or	
1/3 Vertical full colour	R5 100.00
1/4 Horizontal or	
1/4 Vertical full black & white	R3 600.00

New rates are effective from 1 January 2024.

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: 2023/12/05



CAXTON local media

CLASSIFIEDS RATE CARD

Promote your business to the
Farmer's Weekly audience.



5 361



133 822



15 161



NEW



46 398



240 318



5 548

WEBSITE RATES

DIGITORIAL	SPECIFICATION	COST
Supplied digitorial	600 words & 1 image (W:645pixels by H:400pixels)	R14 000
Commisioned digitorial	600 words & 1 image (W:645pixels by H:400pixels)	R18 000
Survey digitorials	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	R15 500
Special section on navigation tab (once-off)	30 days 3 digitorials; 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 together with a digitorial)	R4 000

TOPICAL DISCUSSIONS

Webinar sponsorship (banner)		R10 000
Webinar package		R30 000
Podcast episode sponsor		R10 000
Podcast series sponsorship	(3 episodes)	R25 000

farmer's weekly

New rates are effective from 1 January 2024.

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: 2023/12/05



CAXTON local media

digital rate card

Promote your business to the
Farmer's Weekly audience.

WEB BANNER TECHNICAL SPECIFICATIONS

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

ONLINE DIGITORIAL PACKAGE

Supplied digitorial
Newsletter banner
2 X posts
2 Boosted Facebook posts

**For: R30 000
(Save R8 500)**



5 361



133 822



15 161



NEW



46 398



240 318



5 548

SOCIAL MEDIA RATES

	SPECIFICATION	COST
INSTAGRAM	Single image (W:1080pixels by H:1080pixels)	R3 000
	Multiple images (W:1080pixels by H:1080pixels)	R4 000
	Video	R5 000
	Ad spend	R2 000
FACEBOOK	Standard post (W:1080pixels by H:1080pixels) (W:1200pixels by H:627pixels)	R6 000
	Video	R6 000
	Share	R3 000
	Carousel ad: 4x images (Limited to users' Facebook news feed) (W:1080pixels by H:1050pixels)	R7 000
	Ad spend	R2 000
X	Standard post (W:1200pixels by H:675pixels)	R2 500
	Video (max length 2 minutes)	R4 000
LINKEDIN	Video (post only)	R3 500
	Standard post	R4 000
TIKTOK	Video (post only)	R4 000
YOUTUBE	Video sponsorship	R8 000
WHATSAPP	Video (post only)	R2 500
	Auction post	R1 500
	Vacancy post	R1 500

farmer's weekly

New rates are effective from 1 January 2024.

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: 2023/12/05



CAXTON local media

SOCIAL MEDIA RATE CARD

Promote your business to the *Farmer's Weekly* audience.

FACEBOOK SPECIFICATIONS

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

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



5 361



133 822



15 161



NEW



46 398



240 318



5 548

FEATURES LIST 2024

5 Jan Agro processing
19 Jan Fuel & equipment efficiency
26 Jan Labour efficiency

2 Feb Off-take agreements livestock
9 Feb Off-take agreements produce
16 Feb Agri education
23 Feb Budget speech impact analysis

1 Mar Harvesting equipment
8 Mar Birthday issue
15 Mar Agri education
22 Mar Agri tech

5 Apr Solar & alternative energy
12 Apr Conservation farming
19 Apr Agri education
26 Apr Basic fertiliser tips

3 May Silos & storage
10 May Nampo issue
17 May Nampo review
24 May Royal show
31 May Plumbing & electrical

7 Jun Staff housing & accommodation
14 Jun Stud breeding in beef
21 Jun Agri education
28 Jun Drones, phones & APPs

5 Jul Craft chocolate
12 Jul Wine making
19 Jul Agri education
26 Jul Exporting craft beer

2 Aug Agri tourism and camping
9 Aug Equipment review
16 Aug Agri education
23 Aug Sugar
30 Aug Coffee & cocoa

6 Sep Soil health
13 Sep Nampo Cape
20 Sep Agri education
27 Sep Agri wheels

4 Oct Legal
11 Oct Farm safety
18 Oct Agri education
25 Oct Business insurance

1 Nov Solar
8 Nov Game farm
15 Nov Nampo review
22 Nov Agri research
29 Nov Fishing

6 Dec Livestock improvement scheme
13 Dec Produce improvement scheme
20 Dec Agri education



5 361



133 822



15 161



NEW



46 398



240 318



5 548

'HOW TO' PULL-OUT FOCUS 2024

- | | | | |
|--------|--|--------|---|
| 5 Jan | Basics of performance management and monitoring in pigs and chickens | 5 Jul | Guides for chicken immunisation and disease control |
| 19 Jan | Basics of performance management and monitoring in fresh produce | 12 Jul | How to export fresh produce |
| 26 Jan | Basics of farm practices | 19 Jul | How to start a distillery |
| | | 26 Jul | Tips on packaging and transport |
| 9 Feb | Fresh produce market tracking tips and advice | 2 Aug | Guides for goat & lamb immunisation and disease control |
| 16 Feb | How to start a red meat abattoir | 9 Aug | How to start a potato farm |
| 23 Feb | Crop theft (avos, macadamia nuts & maize) | 16 Aug | How to start a bakery |
| | | 23 Aug | Agri-loans and funding for female farmers |
| 1 Mar | Diseases and immunisation in pigs | 30 Aug | How to start a sheep farm |
| 8 Mar | How to start apple farming | | |
| 15 Mar | How to start a tannery | 6 Sep | How to start a cattle farm |
| 22 Mar | Basics of game farm hunting, starting a game farm | 13 Sep | How to start a beetroot farm |
| | | 20 Sep | How to start a oil seeds agro-processing business |
| 5 Apr | Basics of performance management and monitoring in beef | 27 Sep | Agri wheels repairs and maintenance tips and advice |
| 12 Apr | Basics of organic farming and no-till farming | | |
| 19 Apr | How to start a milling business | 4 Oct | Basics of egg production |
| 26 Apr | Irrigation tips and basics | 11 Oct | How to start a ginger and garlic farm |
| | | 18 Oct | How to start a spinning agro-processing business |
| 3 May | Basics of nutrition in sheep | 25 Oct | Small equipment advisory guide |
| 10 May | How to start a tomato farm | | |
| 24 May | How to start a dairy processing plant | 1 Nov | How to start a chicken farm |
| 31 May | How to start a dairy farm | 8 Nov | How to start a spinach and lettuce farm |
| | | 15 Nov | Loans and application forms and processes |
| 7 Jun | Basics of goat milk farming | 22 Nov | How to install fences |
| 14 Jun | How to start a cabbage & Brussels sprouts farm | 29 Nov | Business and project management tips |
| 21 Jun | How to start a poultry abattoir | | |
| 28 Jun | Marketing and sales tips and advice | 6 Dec | Mixing your own chicken feed, and nutrition tips |
| | | 13 Dec | How to start a pumpkin, squash and marrow farm |
| | | 20 Dec | How to start a pig farm |



5 361



133 822



15 161



NEW



46 398



240 318



5 548

DEADLINES 2024

Week	Issue date	Material deadline	On sale
1	5&12 Jan	08 Dec	27 Dec
2	19 Jan	29 Dec	12 Jan
3	26 Jan	05 Jan	19 Jan
4	02 Feb	12 Jan	26 Jan
5	09 Feb	19 Jan	02 Feb
6	16 Feb	26 Jan	09 Feb
7	23 Feb	02 Feb	16 Feb
8	01 Mar	09 Feb	23 Feb
9	08 Mar	16 Feb	01 Mar
10	15 Mar	23 Feb	08 Mar
11	22 Mar	01 Mar	15 Mar
12	29 Mar	08 Mar	22 Mar
13	05&12 April	15 Mar	05 Apr
14	19 Apr	28 Mar	12 Apr
15	26 Apr	05 Apr	19 Apr
16	03 May	12 Apr	26 Apr
17	10 May	19 Apr	03 May
18	17 May	26 Apr	10 May
19	24 May	03 May	17 May
20	31 May	10 May	24 May
21	07 Jun	17 May	31 May
22	14 Jun	24 May	07 Jun
23	21 Jun	31 May	14 Jun
24	28 Jun	07 Jun	21 Jun

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.



5 361



133 822



15 161



NEW



46 398



240 318



5 548

farmer's weekly

DEADLINES 2024

Week	Issue date	Material deadline	On sale
25	05 Jul	14 Jun	28 Jun
26	12 Jul	21 Jun	05 Jul
27	19 Jul	28 Jun	12 Jul
28	26 Jul	05 Jul	19 Jul
29	02 Aug	12 Jul	26 Jul
30	09 Aug	19 Jul	02 Aug
31	16 Aug	26 Jul	09 Aug
32	23 Aug	02 Aug	16 Aug
33	30 Aug	08 Aug	23 Aug
34	06 Sep	16 Aug	30 Aug
35	13 Sep	23 Aug	06 Sep
36	20 Sep	30 Aug	13 Sep
37	27 Sep	06 Sep	20 Sep
38	04 Oct	13 Sep	27 Sep
39	11 Oct	20 Sep	04 Oct
40	18 Oct	27 Sep	11 Oct
41	25 Oct	04 Oct	18 Oct
42	01 Nov	11 Oct	25 Oct
43	08 Nov	18 Oct	01 Nov
44	15 Nov	25 Oct	08 Nov
45	22 Nov	01 Nov	15 Nov
46	29 Nov	08 Nov	22 Nov
47	06 Dec	15 Nov	29 Nov
48	13 Dec	22 Nov	06 Dec
49	20&27 Dec	29 Nov	13 Dec

farmer's weekly

DEADLINES



5 361



133 822



15 161



NEW



46 398

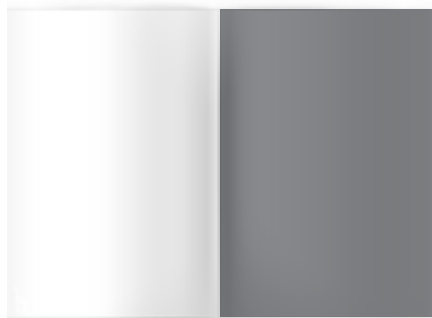


240 318



5 548

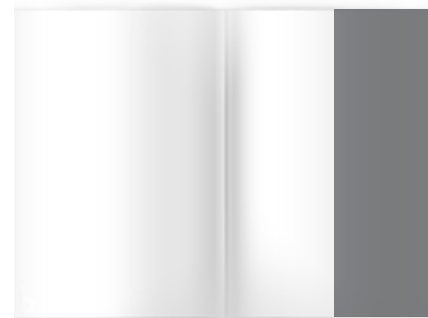
VISUAL GUIDE



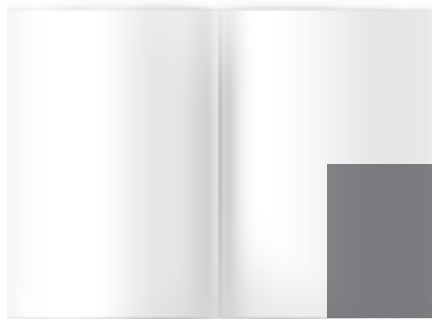
FULL PAGE
SIZE: W:210mm by H:276mm
BLEED: 10mm on all sides



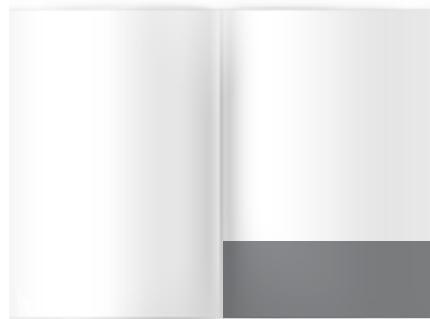
1/2 HORIZONTAL
SIZE: W:210mm by H:138mm
BLEED: 10mm on all sides



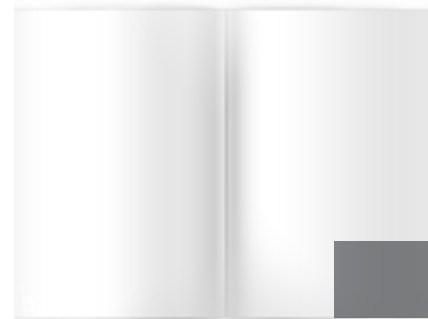
1/2 VERTICAL
SIZE: W:105mm by H:276mm
BLEED: 10mm on all sides



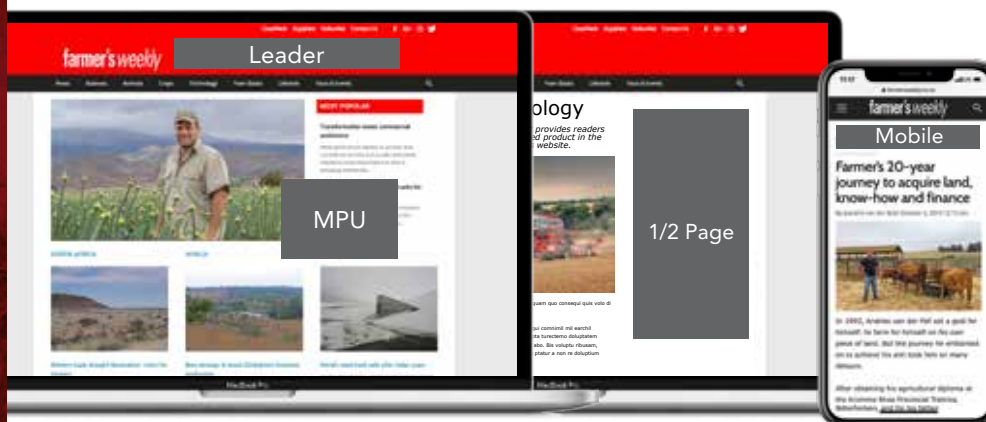
1/2X2
SIZE: W:95mm by H:129mm
BLEED: 10mm on all sides



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

farmer's weekly

