



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 (commodities 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.

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22 258



4 411



9 830



138 211



15 638



545



47 096



540 280



14 333

# 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

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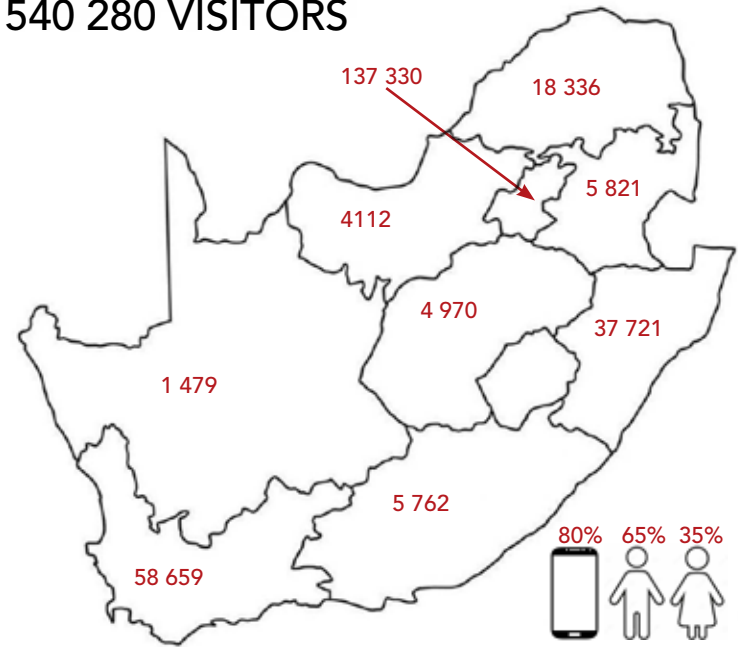


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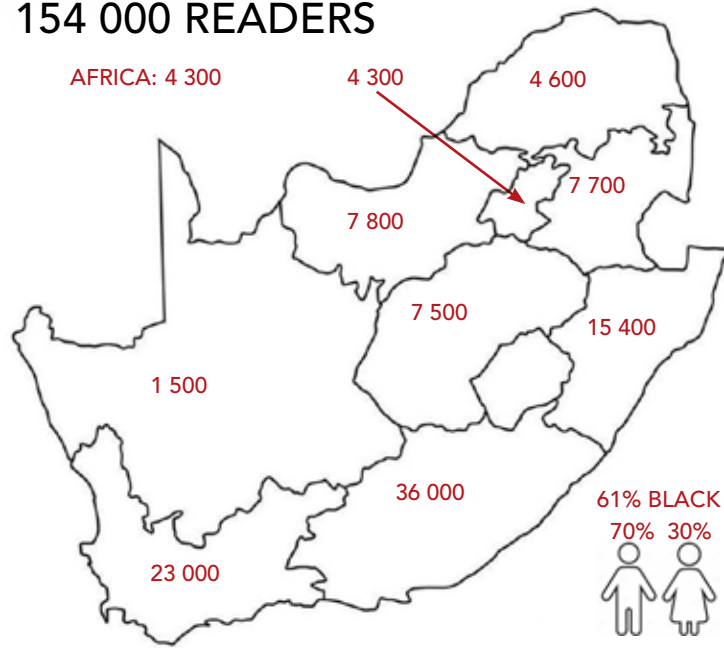




DIGITAL AUDIENCE  
540 280 VISITORS



PRINT AUDIENCE  
154 000 READERS



SOCIAL MEDIA AUDIENCE  
252 279 COMBINED SOCIAL REACH

TikTok  
9 830

YouTube  
4 411

WhatsApp  
545

Newsletter  
14 290

Facebook  
138 211

LinkedIn  
22 258

Instagram  
15 638

X  
47 096

Print circulation  
5 548

Readership  
154 000



Source: ABC 2023 Q2, READ 2022, Google Analytics JANUARY 2024

9 830  
 138 211  
 15 368  
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## PRINT RATES

SIZE	TRIM HEIGHT	WIDTH	COST
Double page spread	276mm	420mm	R47 000
Full page	276mm	210mm	R23 500
1/2 Double page full colour	138mm	420mm	R30 000
1/2 Horizontal full colour	138mm	210mm	R15 000
1/2 Vertical full colour	276mm	105mm	R15 000
1/3 Vertical full colour	276mm	70mm	R14 000
1/4 Horizontal full colour	62mm	195mm	R6 400
1/4 Vertical full colour	129mm	95mm	R6 400
1/4 x 2 full colour	62mm	95mm	R3 250

## SPECIAL POSITIONS

Inside front cover full colour	276mm	210mm	R26 000
Outside back cover full colour	276mm	210mm	R26 000

## ADVERTORIALS

Double page spread full colour	1 000 words, images and logo	R52 000
Full page full colour	700 words, images and logo	R26 000
Half page full colour	400 words and logo	R13 000

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.

## CROSS-PLATFORM SOLUTION

ELEMENT	NORMAL RATE	DISCOUNT	COST
Full page advert	R23 500	R2 000	R21 500
Full page advertorial	R26 000	R4 000	R22 000
Digital	R14 000	R5 000	R9 000
Boosted Facebook post	R8 000	R2 500	R5 500
Two Xs	R2 500	R500	R2 000
Web banner	R10 000	R1 000	R9 000
Newsletter banner	R3 500	R1 500	R2 000
<b>TOTAL VALUE</b>	<b>R87 500</b>	<b>R16 500</b>	<b>R71 000</b>

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. Digital (same copy to be used as full page advertorial), Facebook post and tweets (linking to digital).

## INSERT RATES Request from your Caxton representative

New rates are effective from 1 January 2024.

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## PRINT MEDIA RATE CARD

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



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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](https://farmersweekly.co.za). Prices subject to change. Last update: 2024/02/07



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## 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	R10 000
Sectional takeover (One week)	Roadblock-style banners	R15 500
Special section on navigation tab (once-off)	3 Digitorials; roadblock-style banners (Time frame 30 days)	R48 000

### NEWSLETTER

Newsletter banner (Every Tuesday)	(W:728pixels by H:90pixels)	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

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## DIGITAL RATE CARD

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



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### ONLINE DIGITORIAL PACKAGE

Supplied digitorial  
Newsletter banner  
2 Tweets  
2 Boosted Facebook posts

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



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## 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: 4 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

## SOCIAL MEDIA RATE CARD

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

### FACEBOOK SPECIFICATIONS

Copy 80 characters  
Provide FB Page name.  
Images saved as JPEG or GIF.

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



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## EDITORIAL FOCUS FEATURES 2024

5/12 Jan	Machinery	02 Aug	Women in agri
17 Jan	Farm management: Legal, labour, finances	02 Aug	Orchards
24 Jan	Agri-technology	09 Aug	Small equipment review
		16 Aug	Soil health and fertiliser
02 Feb	Machinery & equipment	23 Aug	How to start a sheep farm
09 Feb	Agri Finance: Investment, insurance	30 Aug	Solar & alternative energy
16 Feb	How to start a red meat abattoir		
23 Feb	Farm technology	06 Sep	Nampo Cape
		13 Sep	Machinery & equipment review
01 Mar	Diseases and immunisation in pigs	20 Sep	How to start a veggie farm - Summer crops
08 Mar	Game farming and hunting	27 Sep	Agri wheels: reviews, maintenance, repairs
15 Mar	Farm equipment		
22 Mar	Silos, storage, sheds, barns	04 Oct	Finance: Loans and processes
29 Mar	Orchards: Planting and harvesting	11 Oct	How to start an oil seeds agro processing business
		18 Oct	Animal health and Nutrition (feed)
05 Apr	Solar and alternative energy	25 Oct	Machinery & equipment
12 Apr	Basics of organic and no-till farming		
19 Apr	Fertiliser	01 Nov	Mixing your own feed: chickens and pigs
26 Apr	Irrigation	08 Nov	Grain: Maize, soybeans, wheat
		15 Nov	Farm Safety: Security, fencing, crop and livestock theft
03 May	Animal health and nutrition (feed)	22 Nov	Agri Suppliers Guide
10 May	Nampo Issue: Machinery & equipment	29 Nov	Basics of starting a pig farm
17 May	Nampo review (Editorial)		
24 May	Agro processing	06 Dec	Gift, fishing, camping, tourism
31 May	Basics of nutrition in sheep and goats	13 Dec	Finance: Planning, insurance
		20/27 Dec	Crop health
07 Jun	Crop Health: Herbicides, fungicides		
14 Jun	How to start a poultry farm		
21 Jun	Agri Tech: Apps, drones		
28 Jun	How to start a veggie farm: Winter veg		
05 Jul	Agri Finance: Investment, Insurance		
12 Jul	Guides for chicken immunisation and disease control		
19 Jul	Storage, packaging, transport,		
26 Jul	Irrigation: Drip technology, hydroponics		

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## 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 moved to the Friday the week before.

Combined issue deadline dates are for the first week of the combined issue.



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## 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

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## DEADLINES



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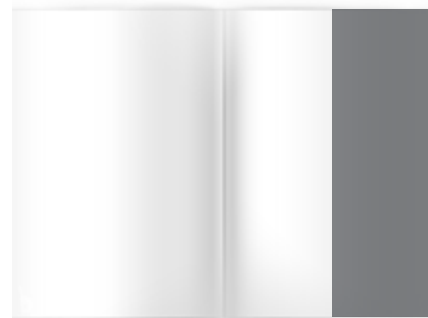
## VISUAL GUIDE



**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



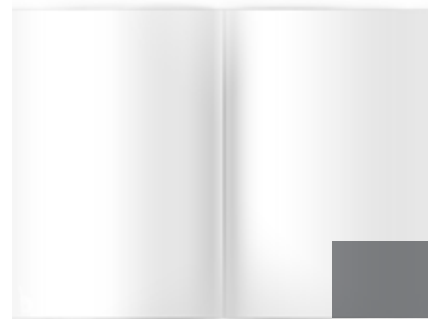
**1/2 VERTICAL**  
SIZE: W:105mm by H:276mm  
BLEED: 10mm on all sides



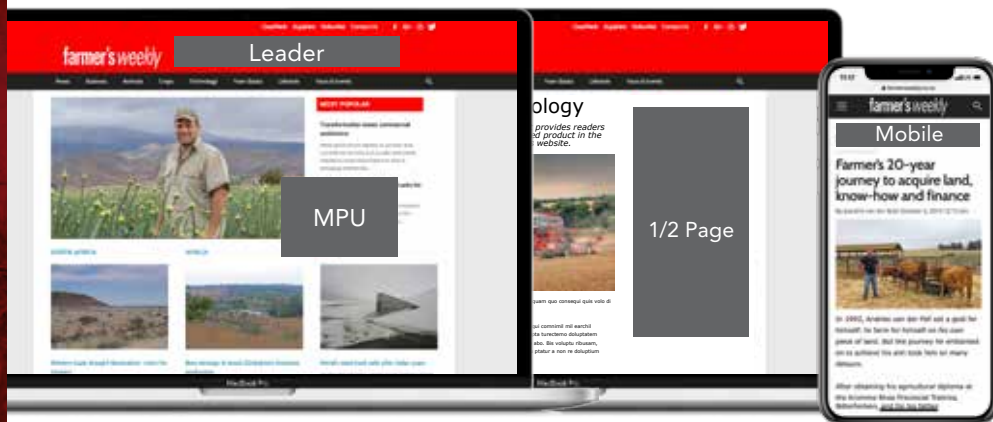
**1/2X2**  
SIZE: W:95mm by H:129mm  
BLEED: 10mm on all sides



**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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