



MARKET MEDIA 2019

LAST UPDATE: 2019/03/25



BRAND INSIGHT

FARMER'S WEEKLY IS SOUTH AFRICA'S LEADING SOURCE OF ENGLISH NEWS AND INFORMATION ABOUT THE AGRICULTURE AND AGRIBUSINESS SECTORS, HAVING SERVED THE SECTOR FOR MORE THAN 108 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, and digital and print magazines cater for established commercial, smallholder and emerging farmers, and focuses on helping them achieve their objectives.

In recent years we have expanded our offering to include agricultural tours and conference events 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.

FARMERSWEEKLY.CO.ZA



FOLLOW US AT FARMERS WEEKLY SA

farmer's weekly

CAXTONmagazines

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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 & 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 roundup 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.



AGRIBUSINESS

This includes market trends, commodity prices and successful business and marketing models. We interview some of Southern Africa's most successful agribusinesses, from niche industries to corporate giants in the food and farming sectors. We also look at the latest developments in technology that ensure the cold chain is maintained, post-harvest practices and consumer demand trends.



LIVESTOCK & 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.



CONSERVATION & WILDLIFE

Making the most of natural resources with future generations in mind, *Farmer's Weekly's* content regularly focuses on a wide range of conservation topics, from soil erosion to water quality, and the protection and restoration of threatened wildlife and ecosystems. Game farming is one of the fastest growing industries in the agriculture sector and, as such, we speak to game farmers who have successfully turned overgrazed livestock farms into game farms, as well as game ranchers making a contribution to protecting wildlife on the continent.



MACHINERY & 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, as well as a weekly column that provides motoring enthusiasts with information on the basics of vehicle maintenance.

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-orientated and politically diverse.

PRINT

PUBLISHER RESEARCH
COUNCIL OF SA
PAMS 2017



CORE READERS
102 000

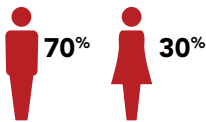


AVERAGE ISSUE READER
154 000

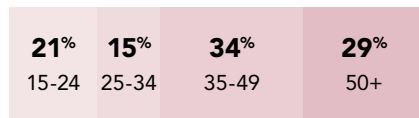


CIRCULATION
10 421

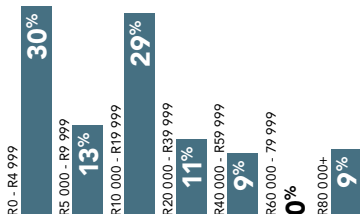
GENDER



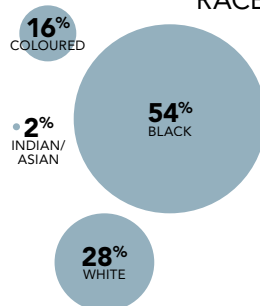
AGE



HOUSEHOLD INCOME



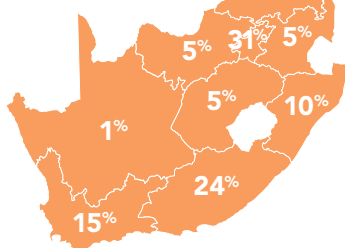
RACE



LSM 7 TO 10

72%

PROVINCIAL BREAKDOWN



AREA

39%
METRO



39%
URBAN



22%
RURAL



ONLINE

NARRATIVE
AUGUST 2018



UNIQUE VISITORS
99 578



FACEBOOK
83 400



TWITTER
18 200

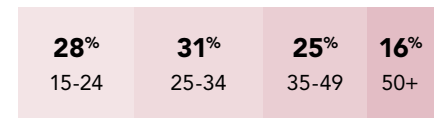


WHATSAPP
3 200

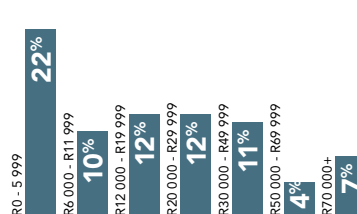
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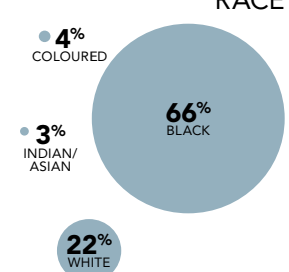
AGE



HOUSEHOLD INCOME



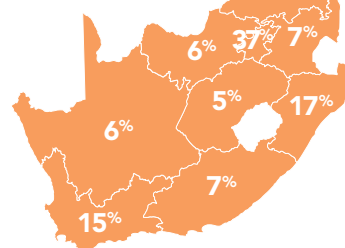
RACE



LSM 7 TO 10

77%

PROVINCIAL BREAKDOWN



AREA

35%
METRO



32%
URBAN



33%
RURAL





EDITORIAL FOCUSES 2019

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. Contact our sales team to find out more about this, or other opportunities, to reach our weekly audience of 118 000 readers.

25 JANUARY	FARM SECURITY
22 FEBRUARY	UNDERCOVER FARMING
29 MARCH	TECHNOLOGY (IRRIGATION) & SKILLS DEVELOPMENT
19/26 APRIL	PIG FARMING & ANIMAL FEED
10 MAY	NAMPO PREVIEW
17 MAY	NAMPO
24 MAY	ROYAL SHOW
14 JUNE	POULTRY FARMING & ANIMAL HEALTH
19 JULY	AGRIBUSINESS AFRICA CONFERENCE
9 AUGUST	SOIL HEALTH
20 SEPTEMBER	AGRI WHEELS
18 OCTOBER	AGRI FINANCE
29 NOVEMBER	SUPPLIERS GUIDE & GIFT GUIDE

ISSUE DATES
ARE SUBJECT
TO CHANGE

farmer's weekly



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ADVERTORIAL FOCUS

An advertorial is an advertisement that provides readers with information about advertised product in the style of an article in the printed magazine.

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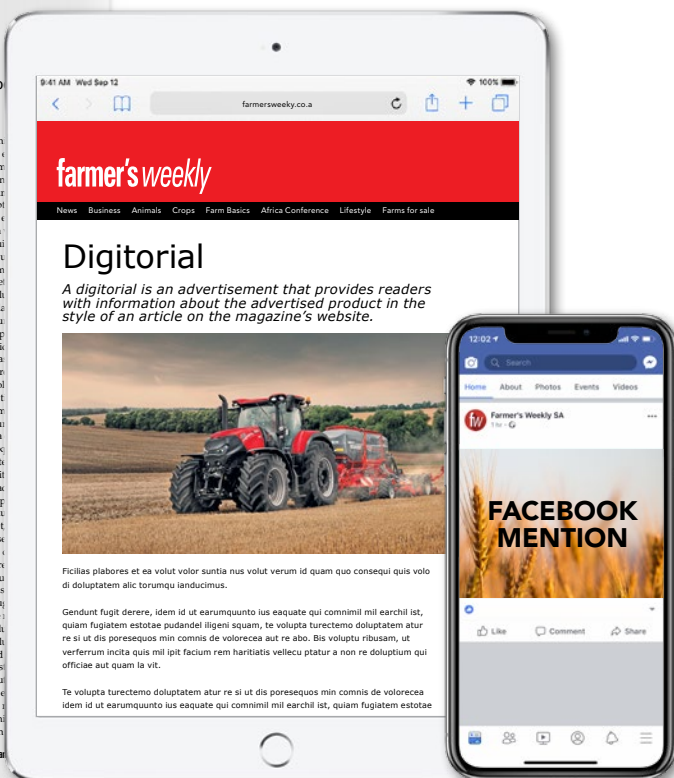
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9 NOVEMBER 2018



PACKAGE 2019

ELEMENTS	NORMAL RATE	DISCOUNT	COST
FULL PAGE ADVERTISEMENT	R16 300	R900	R15 400
+ FULL PAGE ADVERTORIAL	R19 000	R4 750	R14 250
+ DIGITORIAL	R10 000	R4 825	R5 175
+ ONE FACEBOOK MENTION	R5 000	R3 325	R1 675
TOTAL VALUE	R48 800		R36 500

MAIN BODY RATES 2019

SIZE TRIM COST

FULL COLOUR

	HEIGHT	WIDTH	
Double-page spread	276mm	420mm	R32 600
Full page	276mm	210mm	R16 300
1/2 double-page spread	138mm	420mm	R24 800
1/2 horizontal	138mm	210mm	R12 100
1/2 vertical	276mm	105mm	R12 100
1/3 horizontal	92mm	210mm	R11 400
1/3 vertical	276mm	70mm	R11 400
1/2 x 2	129mm	95mm	R4 400
1/2 x 1	129mm	45mm	R2 100
1/4 x 4	62mm	195mm	R4 400
1/4 x 2	62mm	95mm	R2 400
1/4 x 1	62mm	45mm	R1 200

BLACK & WHITE

1/2 x 2	129mm	95mm	R3 500
1/2 x 1	129mm	45mm	R1 700
1/4 x 4	62mm	195mm	R3 500
1/4 x 2	62mm	95mm	R1 900
1/4 x 1	62mm	45mm	R1 000

SPECIAL POSITIONS

Inside front cover	276mm	210mm	R20 600
Inside back cover	276mm	210mm	R19 000
Outside back cover	276mm	210mm	R19 700
1st double-page spread	276mm	420mm	R36 000
Any guaranteed full page	276mm	210mm	R18 000

ADVERTORIALS*

Double-page spread	1 200 words, image and logo	R37 900
Full page	800 words, image and logo	R19 000
1/2 page	400 words, image and logo	R14 200

* Advertorials are to be laid out according to the *Farmers Weekly* style guide. Copy will be proofread and changes made at the discretion of the editor.

TECHNICAL SPECIFICATIONS

FARMER'S WEEKLY IS NOT A4 (210MM X 297MM), BUT 210MM X 276MM.

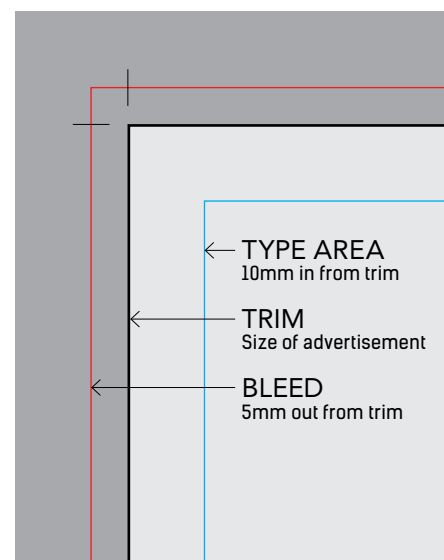
MATERIAL: ADSEND or QUIKCUT

BLEED: 5MM ALL AROUND.

FORMAT: PDF

RESOLUTION: 300PPI

COLOUR: CMYK



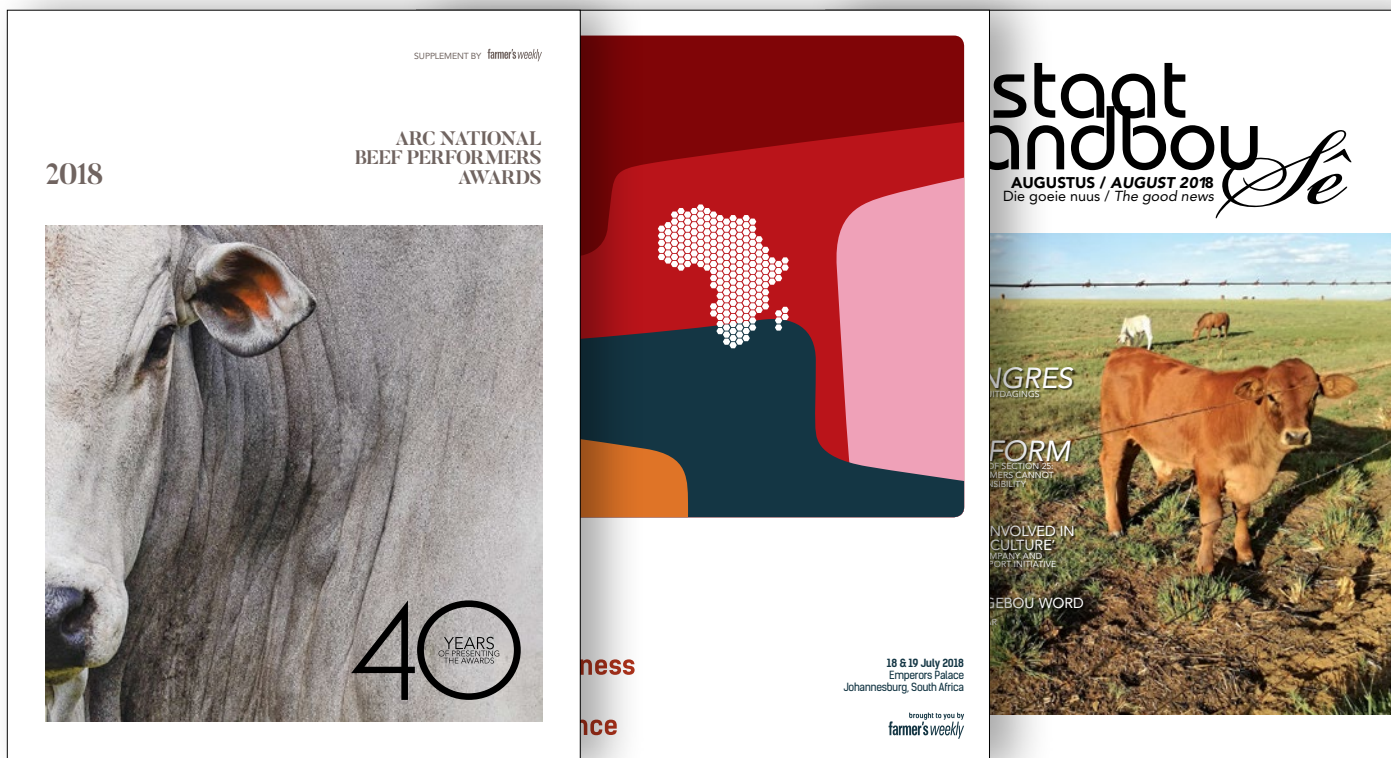
MATERIAL DEADLINES

3 WEEKS BEFORE ISSUE DATE

ALL COMPLETE MATERIAL IN PRINT-READY PDF.

4 WEEKS BEFORE ISSUE DATE

ALL MAKE-UP ADVERTISEMENTS OR MAKE-UP ADVERTORIALS WITH COPY AND VISUALS SUPPLIED.



INSERT RATES 2019

LOOSE PRE-PRINTED INSERTS (PER 1 000 COPIES)

PAGES	COST
2	R360
4	R490
6+8	R530
10+12	R590
16	R700
20	R750
24	R880
32	R930
36	R1 060
40	R1 170
44	R1 290
48	R1 350
52	R1 400
56	R1 460
60	R1 530
64	R1 580
68	R1 630
72	R1 700
76	R1 760
80	R1 810

BOUND/STITCHED PRE-PRINTED INSERTS (PER 1 000 COPIES)

PAGES	COST
2	R390
4	R540
6+8	R630
10+12	R700
16	R780
20	R860
24	R980

MATERIAL SPECIFICATIONS

MAXIMUM SIZE 276MM X 21MM
MINIMUM SIZE 40MM X 100MM
BOUND/STITCHED INSERTS TO BE SUPPLIED UNTRIMMED.
 OTHER VARIANTS ON APPLICATION TO BE REQUESTED FROM A CAXTON REPRESENTATIVE.

LOOSE INSERTS LARGER THAN 32 PAGES REQUIRE BAGGING: R1 010 PER 1 000 COPIES.

ALL NON-STANDARD BOUND INSERTS REQUIRE PRE-INSERTION: R510 PER 1 000 COPIES.

PLEASE REVERT TO GENERAL CONDITIONS

ONLINE RATES 2019

ELEMENT	SPECIFICATION	COST
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WEBSITE

Supplied digitalorial	400 words and 2 images	R8 000
Commissioned digitalorial	400 words and 2 images	R11 000
Survey digitalorials	Max 20 questions (closed-ended questions)	R21 000
Quiz digitalorial	1 question with max 4 multiple answers	R16 500
Competition	400 words and 1 image	R3 500

BANNER

Banner package (leader, 1/2 page and MPU)	40 000 impressions	R7 000
Site takeover (one day)	Wall paper; mention in slider; roadblock style banners	R1 750
Special section on navigation tab (once off)	31 days	R30 000

NEWSLETTER

Newsletter mention	8-10 words and 1 image	R3 000
Newsletter banner	Leader banner	R1 200

SOCIAL MEDIA

	HEIGHT	WIDTH	
Facebook standard post	627px	1 200px	R4 000
Facebook share (endorsement)	627px	1 200px	R6 500
Facebook live	Max 15 min		R18 000
Facebook poll	1 question with max 4 multiple answers		R4 500
Twitter standard tweet	220px	440px	R1 000
Twitter retweet (endorsement)	220px	440px	R2 500
Instagram single image	1 080px	1 080px	R2 000
Instagram multiple images	1 080px	1 080px	R3 500
Instagram stories (per slide)	1 920px	1 080px	R750

VIDEO

Commercial video	Max 1-2 min	From R25 000
Flipagram (slideshow style)	Max 3 min	From R15 000

PUSH NOTIFICATIONS

WhatsApp group mention	Max 10 words and link	R4 000
Website push notification		R3 000
Facebook ad spend	Per post/per week	Min R1 500
Facebook video ad spend	Per post/per week	Min R2 000

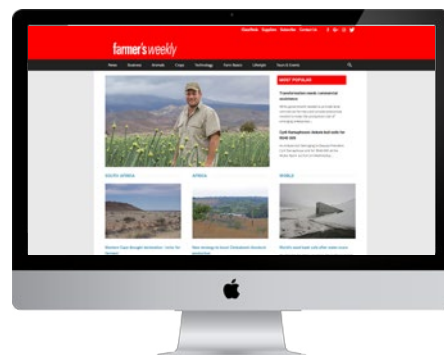
*Facebook ad spend includes 10% management fee

ONLINE DIGITORIAL PACKAGE

SUPPLIED DIGITORIAL + NEWSLETTER MENTION + WHATSAPP GROUP MENTION + FACEBOOK STANDARD POST + FACEBOOK AD SPEND =

R17 500

(Save R3 000)



TECHNICAL SPECIFICATIONS

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

SIZES

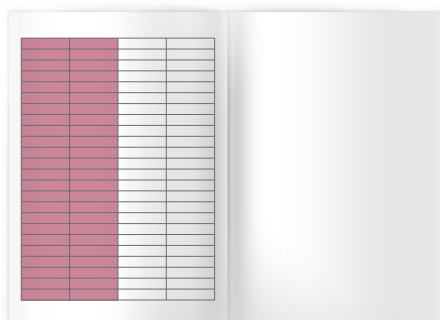
WEBSITE IMAGE	476px	x	295px
LEADER AD	300px	x	250px
1/2 PAGE AD	300px	x	600px
MPU AD	728px	x	90px

CLASSIFIEDS RATES 2019

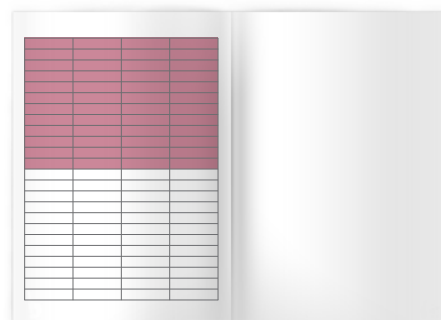
			AUCTIONS, PROPERTIES & VACANCIES		FARMER'S SHOP WINDOW	
			B&W	COLOUR	B&W	COLOUR
Full page	24 x 4 columns	240mm x 185mm	R6 480.00	R8 200.00	R8 840.00	R13 641.00
3/4 page	18 x 4 columns	180mm x 185mm	R4 740.00	R5 980.00	R7 586.00	R12 828.00
2/3 page	16 x 4 columns	160mm x 185mm	R4 280.00	R5 390.00	R5 897.04	R12 136.00
1/2 page horizontal	12 x 4 columns	120mm x 185mm	R3 601.04	R4 424.00	R4 425.04	R10 350.00
1/2 page vertical	24 x 2 columns	240mm x 92mm	R3 601.04	R4 424.00	R4 425.04	R10 350.00
1/3 page	8 x 4 columns	80mm x 185mm	R2 200.00	R2 766.00	R2 950.00	R9 700.00
1/4 page vertical	12 x 2 columns	120mm x 92mm	R1 640.00	R2 062.00	R1 882.00	R5 957.04
1/4 page horizontal	6 x 4 columns	60mm x 185mm	R1 640.00	R2 062.00	R1 816.00	R5 957.04



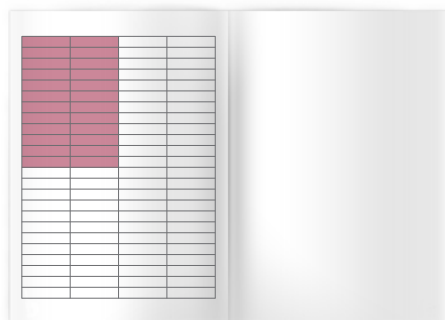
FULL PAGE
24 Rows x 4 Columns
SIZE: 240mm x 185mm



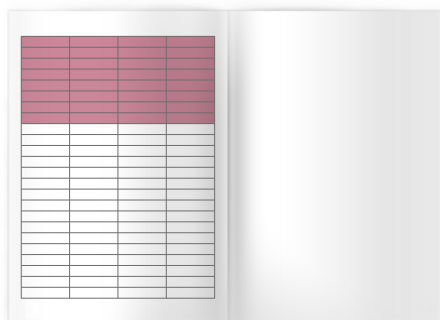
1/2 PAGE VERTICAL
24 Rows x 2 Columns
SIZE: 240mm x 92mm



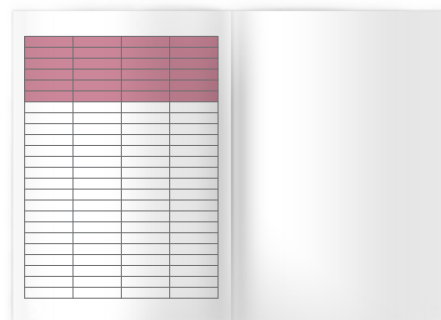
1/2 PAGE VERTICAL
12 Rows x 4 Columns
SIZE: 120mm x 185mm



1/4 PAGE VERTICAL
12 Rows x 2 Columns
SIZE: 120mm x 92mm



1/3 PAGE
8 Rows x 4 Columns
SIZE: 80mm x 185mm



1/4 PAGE
6 Rows x 4 Columns
SIZE: 60mm x 185mm

SCHEDULES 2019

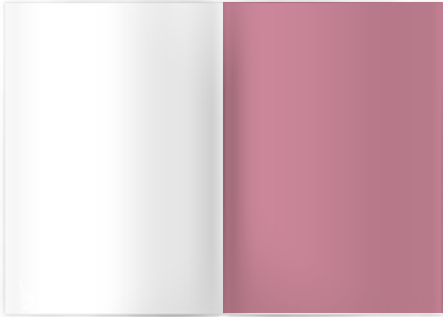
Week	Issue date	Advertisorial booking & material date	Advertising closing date	Final advertising material date	Deliver all added value/insert	On sale
1	04 Jan	19 Nov	07 Dec	11 Dec	13 Dec	31 Dec
2	11 Jan	Combined with the 11 January 2019 issue				
3	18 Jan	14 Dec	18 Dec	02 Jan	04 Jan	14 Jan
4	25 Jan	10 Dec	02 Jan	07 Jan	11 Jan	21 Jan
5	01 Feb	01 Jan	04 Jan	14 Jan	18 Jan	28 Jan
6	08 Feb	04 Jan	11 Jan	21 Jan	25 Jan	04 Feb
7	15 Feb	11 Jan	18 Jan	28 Jan	01 Feb	11 Feb
8	22 Feb	18 Jan	25 Jan	04 Feb	08 Feb	18 Feb
9	01 Mar	25 Jan	31 Jan	11 Feb	15 Feb	25 Feb
10	08 Mar	01 Feb	07 Feb	18 Feb	22 Feb	04 Mar
11	15 Mar	08 Feb	14 Feb	25 Feb	01 Mar	11 Mar
12	22 Mar	15 Feb	21 Feb	04 Mar	08 Mar	18 Mar
13	29 Mar	22 Feb	28 Feb	11 Mar	15 Mar	25 Mar
14	05 Apr	01 Mar	07 Mar	18 Mar	22 Mar	01 Apr
15	12 Apr	08 Mar	14 Mar	25 Mar	29 Mar	08 Apr
16	19 Apr	15 Mar	22 Mar	02 Apr	05 Apr	15 Apr
17	26 Apr	Combined with the 26 April 2019 issue				
18	03 May	28 Mar	05 Apr	15 Apr	18 Apr	29 Apr
19	10 May	05 Apr	12 Apr	23 Apr	26 Apr	06 May
20	17 May	12 Apr	18 Apr	29 Apr	03 May	13 May
21	24 May	18 Apr	26 Apr	06 May	10 May	20 May
22	31 May	26 Apr	03 May	13 May	17 May	27 May
23	07 Jun	03 May	10 May	20 May	24 May	03 Jun
24	14 Jun	10 May	17 May	27 May	31 May	10 Jun
25	21 Jun	17 May	24 May	03 Jun	07 Jun	17 Jun
26	28 Jun	24 May	31 May	10 Jun	14 Jun	24 Jun
27	05 Jul	31 May	07 Jun	18 Jun	21 Jun	01 Jul
28	12 Jul	07 Jun	14 Jun	24 Jun	28 Jun	08 Jul
29	19 Jul	14 Jun	21 Jun	01 Jul	05 Jul	15 Jul
30	26 Jul	21 Jun	28 Jun	08 Jul	12 Jul	22 Jul
31	02 Aug	28 Jun	05 Jul	15 Jul	19 Jul	29 Jul
32	09 Aug	05 Jul	12 Jul	22 Jul	26 Jul	05 Aug
33	16 Aug	12 Jul	19 Jul	29 Jul	02 Aug	12 Aug
34	23 Aug	19 Jul	26 Jul	05 Aug	08 Aug	19 Aug
35	30 Aug	26 Jul	01 Aug	12 Aug	16 Aug	26 Aug
36	06 Sep	02 Aug	08 Aug	19 Aug	23 Aug	02 Sep
37	13 Sep	08 Aug	16 Aug	26 Aug	30 Aug	09 Sep
38	20 Sep	16 Aug	23 Aug	02 Sep	06 Sep	16 Sep
39	27 Sep	23 Aug	30 Aug	09 Sep	13 Sep	23 Sep
40	04 Oct	30 Aug	06 Sep	16 Sep	20 Sep	30 Sep
41	11 Oct	06 Sep	13 Sep	23 Sep	27 Sep	07 Oct
42	18 Oct	13 Sep	20 Sep	30 Sep	04 Oct	14 Oct
43	25 Oct	20 Sep	27 Sep	07 Oct	11 Oct	21 Oct
44	01 Nov	27 Sep	04 Oct	14 Oct	18 Oct	28 Oct
45	08 Nov	04 Oct	11 Oct	21 Oct	25 Oct	04 Nov
46	15 Nov	11 Oct	18 Oct	28 Oct	01 Nov	11 Nov
47	22 Nov	18 Oct	25 Oct	04 Nov	08 Nov	18 Nov
48	29 Nov	25 Oct	01 Nov	11 Nov	15 Nov	25 Nov
49	06 Dec	01 Nov	08 Nov	18 Nov	22 Nov	02 Dec
50	13 Dec	08 Nov	15 Nov	25 Nov	29 Nov	09 Dec
51	20 Dec	15 Nov	22 Nov	02 Dec	06 Dec	16 Dec
52	27 Dec	Combined with the 27 December 2019 issue				

ALL DEADLINES ARE AT 12:00 (NOON) ON EACH RESPECTIVE DAY

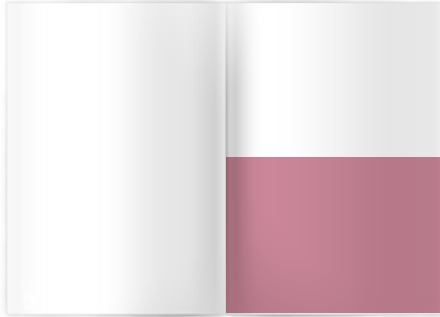
*DEADLINE DATES THAT FALL ON PUBLIC HOLIDAYS ARE MOVED ONE DAY FORWARD, WHILE ADVERTISEMENT MATERIAL DEADLINES ARE THEN ON THE FRIDAY THE WEEK BEFORE.

COMBINED ISSUE DEADLINE DATES ARE FOR THE FIRST WEEK OF THE COMBINED ISSUE.

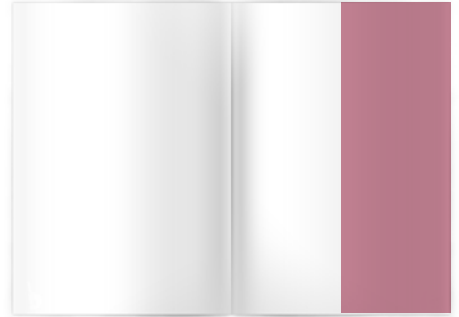
PRINT VISUAL GUIDE



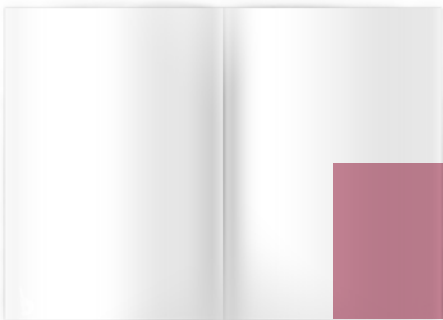
FULL PAGE
SIZE: 210mm x 276mm
BLEED: 5mm on all sides
TYPE AREA: 10mm



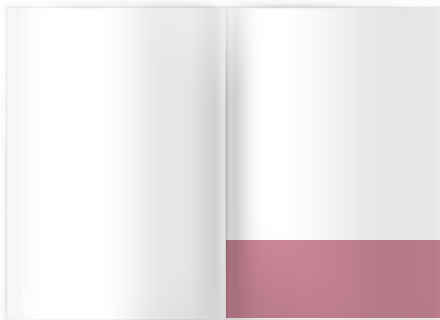
1/2 HORIZONTAL
SIZE: 210mm x 138mm
BLEED: 5mm on all sides
TYPE AREA: 10mm



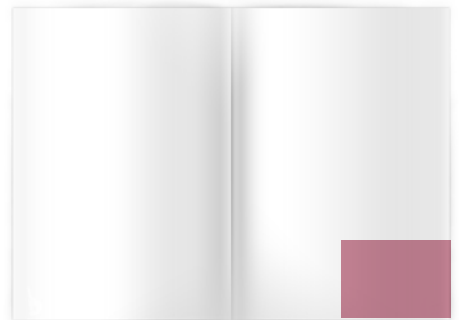
1/2 VERTICAL
SIZE: 105mm x 276mm
BLEED: 5mm on all sides
TYPE AREA: 10mm



1/2X2
SIZE: 95mm x 129mm
BLEED: 5mm on all sides
TYPE AREA: 10mm



1/4X4
SIZE: 195mm x 62mm
BLEED: 5mm on all sides
TYPE AREA: 10mm



1/4X2
SIZE: 95mm x 62mm
BLEED: 5mm on all sides
TYPE AREA: 10mm

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GENERAL CONDITIONS

PRINT CONDITIONS

1. Advertisements are only accepted for publication under the following conditions:
 - a) The right to withhold any advertisement from publication and to cancel such an advertising order;
 - b) 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;
 - c) Omissions of any scheduled insertions by the advertiser shall be considered a breach of the conditions of the order;
 - d) Telephonic instructions must always be confirmed in writing.
2. Although all efforts will be made to accommodate the advertiser, acceptance of any advertisement does not guarantee insertion on any specified date or dates.
3. 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.
4. The proprietors reserve the right to suspend an issue on any day and increase or decrease the usual number of editions without notice.
5. 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.
6. 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.
7. Advertising orders are accepted subject to editorial space being given.
8. T.C. (till cancelled) orders are guaranteed. Special positions require one month's notice.
9. 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.
10. 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, which has already appeared. The lower rate shall apply to advertising appearing after the date of increase.
11. 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.
12. Acceptance of copy
 - a) If the material is received too late for publication, the space reserved may be charged for.
 - b) The right is reserved to refuse material or copy considered objectionable or unsuitable.
13. If proofs are required, copy must be in the printer's hands at least three working days before publication deadline.
14. No cancellations will be accepted after the booking deadline.

INSERT CONDITIONS

1. In addition to the quoted circulation figure, an extra two percent (2%) of the inserts are required to allow for spoilage during the inserting process.
2. The rate quoted is per thousand (1 000) inserts, based on full print runs.
3. The rate includes agency commission, but excludes VAT and any contractual discounts.
4. An additional 20% premium is to be charged for regional inserts (i.e. partial runs).
5. Inserts are accepted upon confirmation of booking and are subject to the availability of space.
6. The final quote is confirmed once the product to be inserted into the magazine has been viewed.
7. Samples of inserts must be provided at least a week before the booking deadline to ensure that they can be inserted or bound as supplied. Without a sample for approval, the publishers cannot be held responsible for any problems arising with the insert.
8. The insert is to be positioned at the discretion of Caxton Magazines.
9. Inserts are to be delivered to the appropriate print factory. Delivery requirements need to be checked with a Caxton representative.
10. Delivery deadlines for inserts are stipulated on the respective magazine deadline schedules.
11. Inserts must be packed in a firm container or packaging, and the container or packaging must clearly indicate the quantity of inserts, the name of the relevant publication and cover date of the publication in which the inserts will be positioned.
12. Any overtime worked at our factories due to the late delivery of inserts will be charged to the advertiser's account.
13. Any cancellations of a booked insert after the advertising deadline has expired will carry a 25% cancellation fee of the total price quoted.
14. Any non-standard prices are valid for 45 days. If a booking takes place after this, a new quotation will be generated.