



## Rate Card 2010/2011

**agri** incorporating *Die boer/The farmer* -  
The mouthpiece of Agri SA

**Vision:** To be the preferred agricultural magazine of all commercial farmers in the RSA and the preferred advertising medium to input suppliers and service providers of agriculture.

**Mission:** The **agri**, incorporating *Die boer/The farmer* aims to:

- Give up-to-date feedback from organised agriculture's most influential boardrooms;
- Reflect accurate marketing information to readers and advertisers;
- To optimise exposure to all its stakeholders;
- Retain competitive advantage by keeping its readers informed about policy, legislation and agricultural programmes of interest to the farmers and other interested parties.

**agri** incorporating *Die Boer / The Farmer*, is a two-monthly A4 glossy publication distributed to about 32 901 farmers, opinion leaders and decision-makers. The publication is produced on a cost-recovery basis.

Agri SA's experts report on a wide spectrum of issues:

Each issue of **agri** has its own theme, and an attempt is made to publish articles that fit into the specific theme. A profile of a prominent member of the organisation is also published in each issue. Good feedback and enquiries about the articles and advertisements that appeared in **agri** serve as a barometer of the demand for it.

A survey undertaken among farmers by an independent research group, *Research in Action*, revealed that **agri** was one of the top four agriculture publications read by farmers in the country.

### Advertisements

SIZE	FULL COLOUR	TRIM AREA	BLEED AREA
Front cover + logo + 1 page advertorial	27 500	275 x 210 mm	281 x 216 mm
Back cover	21 500	275 x 210 mm	281 x 216 mm
Inside front	19 500	275 x 210 mm	281 x 216 mm
Inside back	18 900	275 x 210 mm	281 x 216 mm
Double page spread	31 500	275 x 420 mm	281 x 426 mm
Full page (fixed positions 10% extra)	20 185	275 x 210 mm	281 x 216 mm
Full page	18 350	275 x 210 mm	281 x 216 mm
Half page	9 150	138 x 210 mm	144 x 216 mm
Quarter page advert	4 550	138 x 105 mm	144 x 111 mm
Advertorial - 900 words + pic	17 500		
x 4 Page advertorial	9 950 p/p		
Double half page spread	17 500	275 x 420 mm	281 x 426 mm
Double A7 strip advert	4 250	68 x 210 mm	74 x 216 mm
Advert block A7	9 950		
Insert supplied double sided A4 page – 30 000	17 500		
Suppliers' supplement 8 pages	8 750 p/p		
Suppliers' supplement 16 pages	7 980 p/p		
Suppliers' supplement 32 pages	7 350 p/p		



The above costs are per placement. Prices include 16.5% agency commission (where applicable but exclude VAT).

**Subscriptions:** Magazine subscribers - domestic: R 120. Magazine subscribers – foreign: R 200 annually.

**Discounts:** Special packages available on request.

**Technical specifications:** Screen: 350 dpi; Material: PDF/TIFF on CD; Trim size: 275 x 210mm; Print area: 245 x 180mm.

### Distribution

Western Cape	5765
Northern Cape	4490
North West	3374
Free State	6305
Eastern Cape	3170
KwaZulu Natal	4754
Mpumalanga	2653
Limpopo	1221
Gauteng	1241
Other	23



**Audited**  
49 paid  
32 852 free

### Demographics of the

**Agri reader**  
LSM: 9 & 10  
Afrikaans/English: 60/40%  
Age: 21 - 65

### Advertisement deadlines

ISSUES - 2011	JAN/ FEB	MAR/ APRIL	MAY/ JUNE	JULY/ AUG	SEPT/ OCT	NOV/ DEC
ARTICLES/ ADVERTORIALS	20 Jan	04 Mar	05 May	05 Jul	05 Sep	01 Nov
FINAL PDFs	31 Jan	15 Mar	16 May	15 Jul	15 Sep	15 Nov
MAILING	14 Feb	18 Apr	20 Jun	22 Aug	17 Oct	05 Dec

Email your advert to [mabel@agrisa.co.za](mailto:mabel@agrisa.co.za)

**ADVERTISING MANAGER: MABEL SCHMAHL**

Tel: +27(0)12 993 2851 / +27(0)82 563 4427  
Fax: +27(0)86 669 7492



**Postal address:** Agri SA, Private Bag X180, Centurion, 0046

**Street address:** Inkwazi Office Park Block A,  
1249 Embankment Road, Zwartkop X7

**Telephone:** +27(0)12 643 3400

**Fax:** +27(0)12 663 3178

**Website:** [www.agrisa.co.za](http://www.agrisa.co.za)