



INGELVF DIE BOER | INCORPORATING THE FARMER

RATE CARD 2018

FOCUSING ON A MULTI-BILLION RAND INDUSTRY. AGRI'S PRIMARY FOCUS IS ON HOW AGRI SA CAN ADVANCE THE AGRICULTURAL LANDSCAPE OF FARMERS, INPUT SUPPLIERS AND USERS OF AGRICULTURAL PRODUCTS.

Prominent and established magazine | Members/farmers receive the Agri publication free | Publication is primarily focused on agricultural policy | Bi-monthly | Bi-lingual A4 magazine | Print-run: ±28 500 | Readership: 180 000
ABC-certified | Available as electronic magazine

ADVERTISEMENTS

ADVERTISEMENT DESCRIPTION	VAT & AGENCY EXCL	TRIM SIZE
Front cover logo + 1 page ad or adv	R 34 500.00	210mm (wide) x 275mm (deep)
Back cover	R 26 900.00	210mm (wide) x 275mm (deep)
Inside front	R 25 000.00	210mm (wide) x 275mm (deep)
Inside back	R 23 000.00	210mm (wide) x 275mm (deep)
Double page spread	R 38 500.00	420mm (wide) x 275mm (deep)
Full page advert (fixed position 10& added)	R 24 750.00	210mm (wide) x 275mm (deep)
Full page advert	R 22 500.00	210mm (wide) x 275mm (deep)
Full page advertorial (700 words + 2 images)	R 21 900.00	
Half page advert (horizontal)	R 12 500.00	180mm (wide) x 122mm (deep)
Half page advert (vertical)	R 12 500.00	90mm (wide) x 245mm (deep)
Half page advertorial (350 words + 1 image)	R 11 900.00	
Quarter page advert	R 6 500.00	90mm (wide) x 122mm (deep)
Quarter page advertorial (150 words + 1 image)	R 5 900.00	
A7 Strip (bottom of page)	R 6 500.00	210mm (wide) x 55mm (deep)
Nampo Directory Banner X-mas Strip "Special"	R 4 000.00	210mm (wide) x 55mm (deep)
Supplements & Inserts will be quoted		

DEADLINES

EDITIONS 2018	ADVERTORIAL DEADLINE	FINAL MATERIAL	MAILING
Dec '17 Jan '18	17 Nov 2017	24 Nov 2017	18 Dec 2017
Feb Mar 2018	17 Feb 2018	05 Feb 2018	07 Mar 2018
Apr May 2018	14 Apr 2018	05 Apr 2018	06 May 2018
Jun Jul 2018	16 Jun 2018	05 Jun 2018	07 Jul 2018
Aug Sep 2018	18 Aug 2018	06 Aug 2018	07 Sep 2018
Oct Nov 2018	17 Oct 2018	05 Oct 2018	07 Nov 2018
Dec '18 Jan '19	17 Nov 2018	08 Nov 2018	16 Dec 2018

Electronic material: To be supplied in PDF | JPEG | TIFF format at 300 dpi (without compression).
Allow 3mm bleed all around trim size. No Bitmap or GIF files accepted.

DISTRIBUTION

WESTERN CAPE 7898 | NORTHERN CAPE 4380 | NORTH WEST 2254 | FREE STATE 5062 | EASTERN CAPE 2706
KWAZULU-NATAL 2739 | MPUMALANGA 2427 | GAUTENG 1224 | LIMPOPO 819



Mabel Schmahl (Advertising Manager): +27 (0) 82 563 4427
Office: +27 (0)12 997 3407 | mabel@mesconsultants.co.za

Postal address: Agri SA, Private Bag X180, Centurion, 0046
Street address: Inkwazi Office Park, Block A, 1249 Embankment Road, Zwartkop X7

