

FOCUSSING 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.



INGELYF DIE BOER | INCORPORATING THE FARMER

## DEADLINES

EDITIONS	FINAL MATERIAL	POSTING
OCT   NOV 2018	22 OCT 2018	07 NOV 2018
DEC   JAN 2019	10 DEC 2018	10 JAN 2019
FEB   MAR 2019	18 FEB 2019	07 MAR 2019
APR   MAY 2019	19 APR 2019	07 MAY 2019
JUN   JUL 2019	18 JUN 2019	08 JUL 2019
AUG   SEP 2019	19 AUG 2019	09 SEP 2019
OCT   NOV 2019	21 OCT 2019	07 NOV 2019

## FEATURES

DEC '18   JAN '19	- Christmas edition   Financial Institutions
FEB   MAR 2019	- Feed   Seed   Irrigation
APR   MAY 2019	- Nampo (Bothaville)   Mechanisation
JUN   JUL 2019	- Chemicals   Fertilizers   Crop Protection
AUG   SEP 2019	- Agri SA Congress   Nampo (Bredasdorp)
OCT   NOV 2019	- Irrigation   Mechanisation

## MATERIAL SPECS

### Electronic material:

- To be supplied in PDF | JPEG | TIFF format at 300 dpi (without compression).
- Allow 5mm bleed all around trim size.
- No Bitmap or GIF files accepted.

## DISTRIBUTION

Western Cape: 6576 | Northern Cape: 4274 | North West: 2208  
 Free State: 4610 | Eastern Cape: 2487 | KwaZulu-Natal: 2626  
 Mpumalanga: 2183 | Gauteng: 1110 | Limpopo: 741

## GENERAL

- Bi-monthly | Bi-lingual
- Serves a 247 billion industry
- ABC-certified
- A4 glossy magazine
- Print-run: ± 27 500
- Readership: 180 000
- Pica award winner
- Members/farmers receive the Agri publication FREE
- Publication is primarily focused on agricultural policy
- Available as an electronic magazine - [www.agrisa.co.za](http://www.agrisa.co.za)

## ADVERTISEMENTS

● BELLYBAND + FULL PAGE ADVERT	R35 000	
VAT & AGENCY COMM EXCL		
● FRONT COVER STRIP + FULL PAGE AD <b>SOLD OUT</b>	R34 500	
TRIM: 210 x 30mm   BLEED: 215 x 35mm   TYPE: 205 X 25mm		
● INSIDE FRONT COVER <b>SOLD OUT</b>	R25 000	
TRIM: 210 x 275mm   BLEED: 215 x 280mm   TYPE: 205 X 270mm		
VAT & AGENCY COMM EXCL		
● BACK COVER <b>SOLD OUT</b>	R26 900	
TRIM: 210 x 275mm   BLEED: 215 x 280mm   TYPE: 205 X 270mm		
● INSIDE BACK COVER <b>SOLD OUT</b>	R23 000	
TRIM: 210 x 275mm   BLEED: 215 x 280mm   TYPE: 205 X 270mm		
VAT & AGENCY COMM EXCL		
● DOUBLE PAGE SPREAD	R38 500	
TRIM: 420 x 275mm   BLEED: 425 x 280mm   TYPE: 415 X 270mm Please be mindful that the magazine fold will be in the middle		
VAT & AGENCY COMM EXCL		
● FULL PAGE AD	R22 500	
TRIM: 210 x 275mm   BLEED: 215 x 280mm   TYPE: 205 X 270mm		
● FULL PAGE AD - FIXED POSITION (10% ADDED)	R24 750	
TRIM: 210 x 275mm   BLEED: 215 x 280mm   TYPE: 205 X 270mm		
● FULL PAGE ADVERTORIAL	R21 900	
700 words + 2 good quality images + logo		
VAT & AGENCY COMM EXCL		
● HALF PAGE AD - HORIZONTAL	R12 500	
TRIM: 180 x 122mm   BLEED: 185 x 125mm   TYPE: 175 X 115mm		
● HALF PAGE AD - VERTICAL	R12 500	
TRIM: 90 x 245mm   BLEED: 95 x 255mm   TYPE: 85 X 245mm		
● HALF PAGE ADVERTORIAL	R11 900	
300 words + 1 good quality image + logo		
VAT & AGENCY COMM EXCL		
● QUARTER PAGE AD	R 6 500	
TRIM: 90 x 122mm   BLEED: 95 x 125mm   TYPE: 85 X 115mm		
● QUARTER PAGE ADVERTORIAL	R 5 900	
100 words + 1 good quality image + logo		
VAT & AGENCY COMM EXCL		
● A7 STRIP (BOTTOM OF PAGE)	R 7 500	
TRIM: 210 x 55mm   BLEED: 215 x 60mm   TYPE: 205 X 50mm		
VAT & AGENCY COMM EXCL		
● NAMPO DIRECTORY BANNER   X-MAS STRIP "special"	R 4 000	
TRIM: 210 x 55mm   BLEED: 215 x 60mm   TYPE: 205 X 50mm		
VAT & AGENCY COMM EXCL		
● DESIGN OF ADVERTISEMENT	R 980	

