

A close-up photograph of a cow's face, showing its eyes, ears, and nose. The cow has dark grey fur with lighter patches around its eyes and on its muzzle. A yellow ear tag is visible on the left ear, with the number 7228 and some other markings. The background is a warm, orange-to-yellow gradient.

*farmer's weekly*

**MEDIA  
KIT  
2024**

# OUR BRAND

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, website, webinars and digital and print magazines cater for established commercial, smallholder and emerging farmers, and focus on helping them achieve their objectives.

## 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.



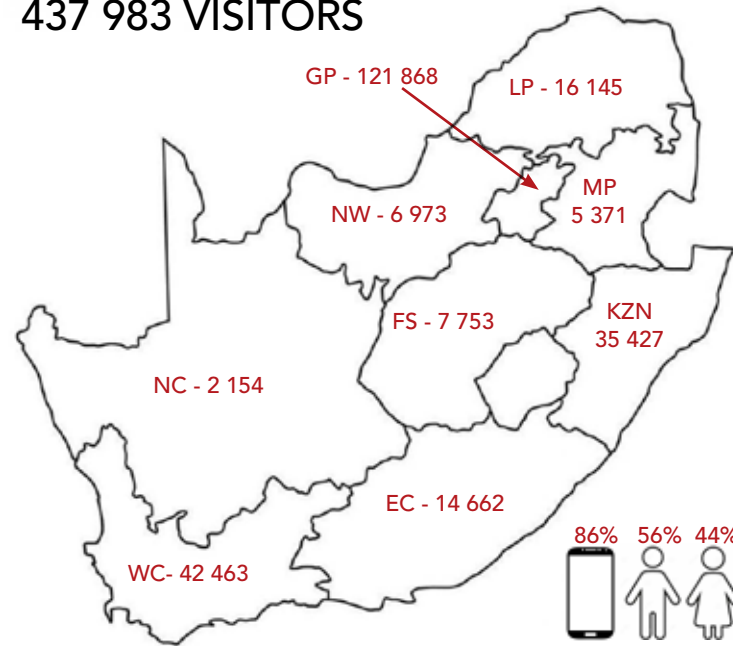
### LIVESTOCK & POULTRY

All the information that livestock producers need to increase profits.



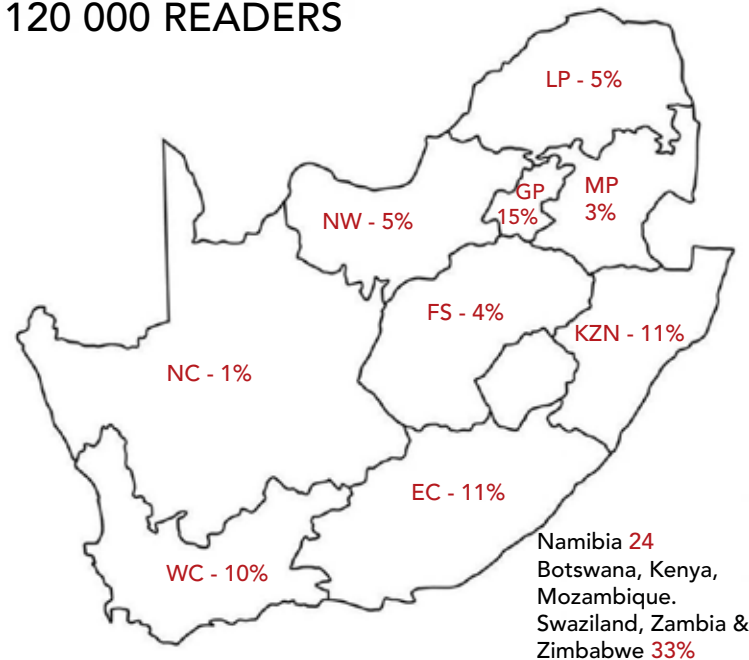
## DIGITAL AUDIENCE

437 983 VISITORS



## PRINT AUDIENCE

120 000 READERS



## SOCIAL MEDIA AUDIENCE

263 594 COMBINED SOCIAL REACH



PRINT RUN  
15 000



ESTIMATED READERSHIP  
120 000

FARMERSWEEKLY.CO.ZA

FOLLOW US ON SOCIAL MEDIA  
@FARMERSWEEKLYSA



Source: Digital stats, Google Analytics JUNE 2024

farmer's weekly



## 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	R18 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 X posts	R2 500	R500	R2 000
Banner Package	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 Farmer's Weekly representative.

New rates are effective from 1 January 2024.

farmer's weekly

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](http://farmersweekly.co.za). Prices subject to change. Last update: 2024/07/18



CAXTON local media



## WEBSITE RATES

DIGITORIAL	SPECIFICATION	COST
Supplied digital	600 words & 1 image (W:645pixels by H:400pixels)	R14 000
Commissioned digital	600 words & 1 image (W:645pixels by H:400pixels)	R18 000
Survey digital	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 digital)	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

#### ONLINE DIGITORIAL PACKAGE

Supplied digital, Newsletter banner, 2 Tweets, 2 Facebook standard posts, and Facebook ad spend (R1 000 per post)

**For: R28 000 (Save R7 500)**

#### WEB BANNER TECHNICAL SPECIFICATIONS

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

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**CAXTON** local media

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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

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



## PRINT DEADLINES 2024

ISSUE DATE	MATERIAL DEADLINE	ON SALE
05 July	14 June	28 June
12 July	21 June	05 July
19 July	28 June	12 July
26 July	05 Jul	19 July
02 August	12 July	26 July
09 August	19 July	02 August
16 August	26 July	09 August
23 August	02 August	16 August
30 August	08 August	23 August
06 September	16 August	30 August
13 September	23 August	06 September
20 September	30 August	13 September
27 September	06 September	20 September
04 October	13 September	27 September
11 October	20 September	04 October
18 October	27 September	11 October
25 October	04 October	18 October
01 November	11 October	25 October
08 November	18 October	01 November
15 November	25 October	08 November
22 November	01 November	15 November
29 November	08 November	22 November
06 December	15 November	29 November
13 December	22 November	06 December
20 & 27 December	29 November	13 December



**farmer's weekly**

## VISUAL GUIDE



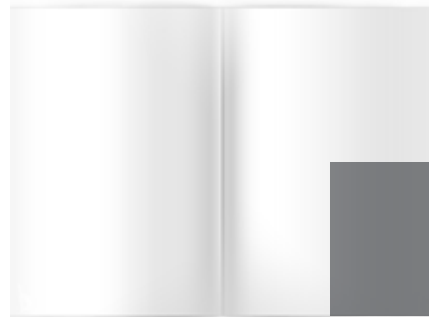
**FULL PAGE**  
 SIZE: W:210mm by H:276mm  
 BLEED: 10mm on all sides



**1/2 HORIZONTAL**  
 SIZE: W:210mm by H:138mm  
 BLEED: 10mm on all sides



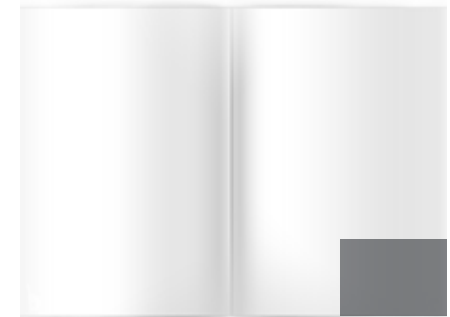
**1/2 VERTICAL**  
 SIZE: W:105mm by H:276mm  
 BLEED: 10mm on all sides



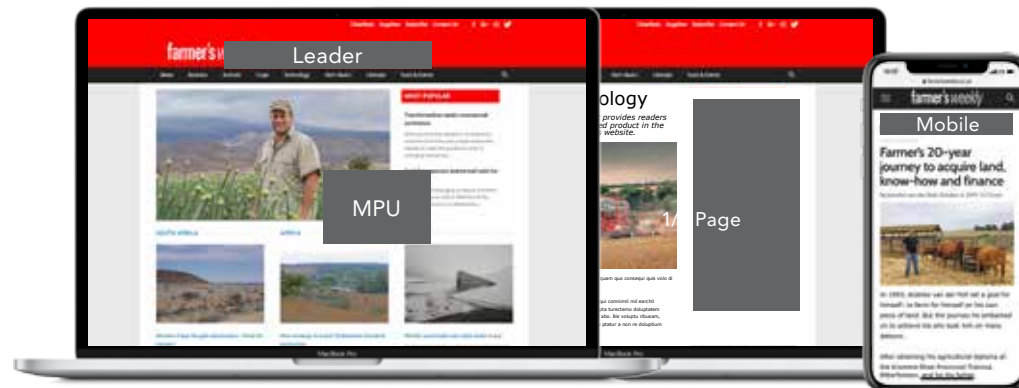
**1/2X2**  
 SIZE: W:95mm by H:129mm  
 BLEED: 10mm on all sides



**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