



MEDIA KIT 2025

farmer's *weekly*



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.



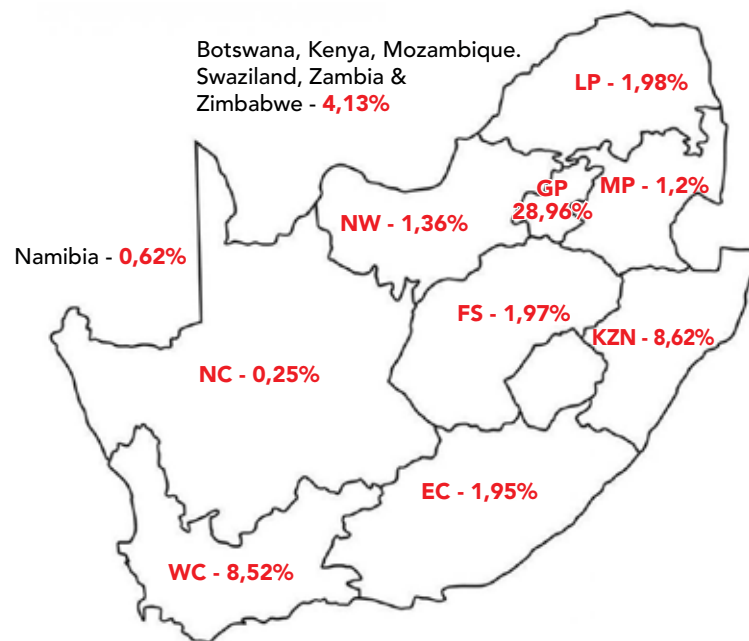
LIVESTOCK & POULTRY

All the information that livestock producers need to increase profits.

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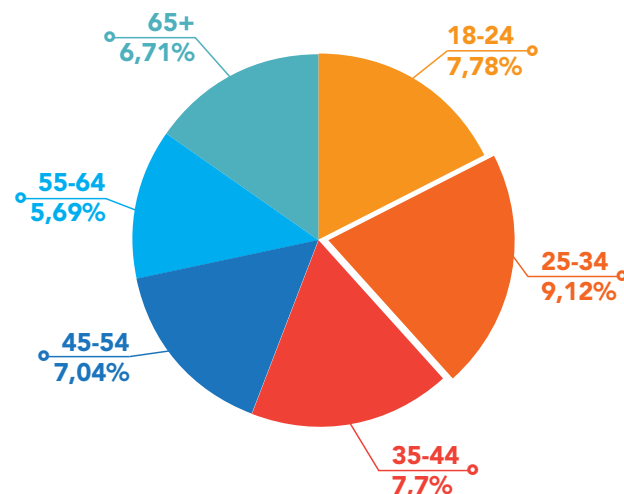


OUR AUDIENCE



Audience Demographic

Men – **63,5%** Women – **36,5%**



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Audience by platform



Print Run
12 000



Website
388 949 UV's



TikTok
36 472



YouTube
5 955



WhatsApp
1 644



Newsletter
13 612



Facebook
164 902



LinkedIn
24 690



Instagram
19 407



X
49 918

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PRINT RATES

SIZE	TRIM HEIGHT	WIDTH	COST
Double page spread	276mm	420mm	R48 800
Full page	276mm	210mm	R24 400
1/2 Double page full colour	138mm	420mm	R31 000
1/2 Horizontal full colour	138mm	210mm	R15 600
1/2 Vertical full colour	276mm	105mm	R15 600
1/3 Vertical full colour	276mm	70mm	R14 500
1/4 Horizontal full colour	62mm	195mm	R6 600
1/4 Vertical full colour	129mm	95mm	R6 600
1/4 x 2 full colour	62mm	95mm	R3 300

SPECIAL POSITIONS

Inside front cover full colour	276mm	210mm	R27 000
Outside back cover full colour	76mm	210mm	R27 000

ADVERTORIALS

Double page spread full colour	1 000 words, images and logo	R54 000
Full page full colour	700 words, images and logo	R27 000
Half page full colour	400 words and logo	R18 700

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	R24 400	R2 000	R22 400
Full page advertorial	R27 000	R4 000	R23 000
Digitorial	R14 500	R5 000	R9 500
Boosted Facebook post	R8 200	R2 500	R5 700
X post	R2 600	R500	R2 100
Banner Package	R10 400	R1 000	R9 400
Newsletter banner	R3 600	R1 500	R2 100
TOTAL VALUE	R90 700	R16 500	R74 200

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. Digitorial (same copy to be used as full page advertorial), Facebook post and tweets (linking to digitorial).

INSERT RATES Request from your *Farmer's Weekly* representative.

New rates are effective from 1 January 2025.

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. Prices subject to change.



CAXTON local media



WEBSITE RATES

DIGITORIAL

Supplied digital
Commissioned digital
Survey digital
Competition

SPECIFICATION

600 words & 1 image (645w by 400h px)
600 words & 1 image (645w by 400h px)
Max 20 questions (closed-ended)
400 words and 1 image

COST

R14 500
R18 700
R26 000
R6 200

BANNER

Banner package
(70 000 impressions)
Sectional takeover
(One week)
Special section on
navigation tab (once-off)

Leader, MPU, 1/2 page & Mobile banners R10 400
Roadblock-style banners R16 000
3 Digitorials; roadblock-style banners R49 000
(Time frame 30 days)

NEWSLETTER

(Sent every Tuesday)

Newsletter banner
Newsletter mention

(728w by 90h px) R3 600
(400w by 300h px) R4 100

TOPICAL DISCUSSIONS

Webinar sponsorship (banner)
Webinar package
Podcast episode sponsor
Podcast series sponsorship

R10 400
R31 000
R10 400
(3 episodes) R26 000

ONLINE DIGITORIAL PACKAGE

Supplied digital,
Newsletter banner,
2 Tweets,
2 Facebook posts with ad spend
(R2 000 per post)

For: R30 000 (Save R7 540)

WEB BANNER TECHNICAL SPECIFICATIONS

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

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SOCIAL MEDIA RATES

	SPECIFICATIONS	COST
INSTAGRAM	Single image (1080w by 1080h px)	R3 100
	Multiple images	R4 100
	Reel (1080w by 1920h px 60 secs)	R5 200
	Ad spend	R2 000
FACEBOOK	Image / link post (1080w by 1080h px)	R6 200
	Video post	R6 200
	Reel	R5 000
	Ad spend	R2 000
X	Standard post (1200w by 675h px)	R2 600
	Video (Max length 2 minutes)	R4 100
LINKEDIN	Standard post	R4 100
	Video post	R3 600
TIKTOK	Video post (1080w by 1920h)	R4 100
WHATSAPP	Video post	R2 600
	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 4MB, **Dimensions:** 1280w by 720h px, .mp4, .mov
Duration: Max 3 minutes

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. Prices subject to change.



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ISSUE DATE	FEATURE
18 + 25 July	Storage, Silos, Packaging & Transport
15 + 22 August	Soil Health, Fertiliser & Irrigation
29 Aug + 5 Sept	Nampo Cape, Machinery & Equipment
12 + 19 September	Precision Ag Technology
26 Sept + 3 Oct	Crop Protection & Health
10 +17 October	Nampo Alpha: Livestock, Hunting & Outdoor
7 + 14 November	Farm Safety & Security
21 + 28 November	Agri Suppliers Index
5 + 12 December	Gift Guide



PRINT DEADLINES 2025

ISSUE DATE	MATERIAL DEADLINE	ON SALE
4 + 11 July	18 June	27 June
18 + 25 July	27 June	11 July
1 + 8 August	11 July	25 July
15 + 22 August	25 July	8 August
29 August + 5 September	8 August	22 August
12 + 19 September	22 August	05 September
26 September + 3 October	5 September	19 September
10 + 17 October	19 September	03 October
24 + 31 October	3 October	17 October
7 + 14 November	17 October	31 October
21 + 28 November	31 October	14 November
5 + 12 December	14 November	28 November
19 + 26 December	28 November	12 December



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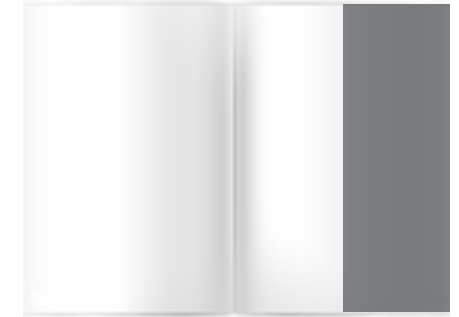
VISUAL GUIDE



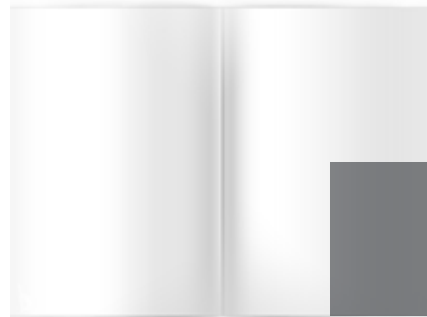
FULL PAGE
SIZE: W:210 by H:276mm
BLEED: 10mm on all sides



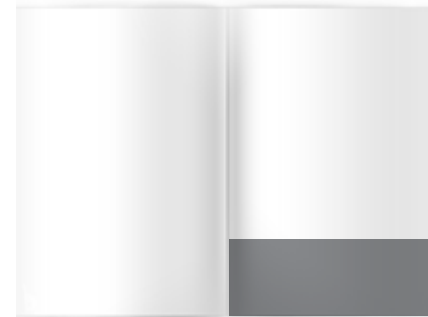
1/2 HORIZONTAL
SIZE: W:210 by H:138mm
BLEED: 10mm on all sides



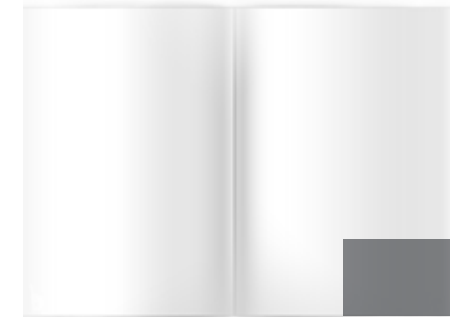
1/2 VERTICAL
SIZE: W:105 by H:276mm
BLEED: 10mm on all sides



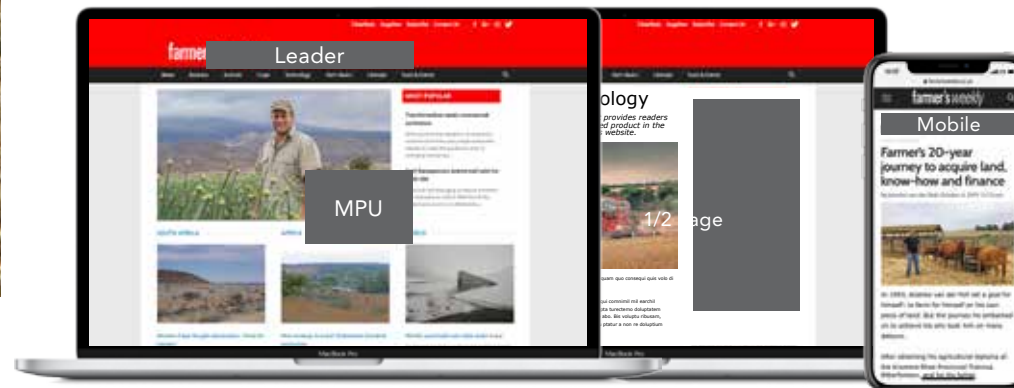
1/2X2
SIZE: W:95 by H:129mm
BLEED: 10mm on all sides



1/4X4
SIZE: W:195 by H:62mm
BLEED: 10mm on all sides



1/4X2
SIZE: W:95 by H:62mm
BLEED: 10mm on all sides



LEADER
728w by 90h px

MPU
250w by 250h px
200w by 200h px
336w by 280h px
300w by 250h px

1/2 PAGE
300w by 600h px
120w by 600h px
160w by 600h px

MOBILE
300w by 50h px
300w by 100h px
320w by 50h px
320w by 100h px