

MEDIA KIT

— *farmer's weekly*



NEWS
CROPS
LIVESTOCK
FARMING BASICS
F FARMS FOR SALE



2026

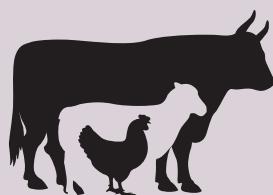
OUR BRAND

***Farmer's Weekly* has evolved from a trusted magazine into a leading multimedia brand across South Africa and Africa, delivering expert farming advice and news through print, digital, and social media.**

Its diverse audience of farmers, agribusinesses, researchers, and policymakers drives collaboration and innovation, especially in rural economies, supporting food security, sustainability, and agricultural progress.

CONTENT MIX

Our publishing platforms offer dedicated content sections that deliver informed and relevant information to every segment of the 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 & TECHNOLOGY

The latest equipment news, maintenance and product reviews.

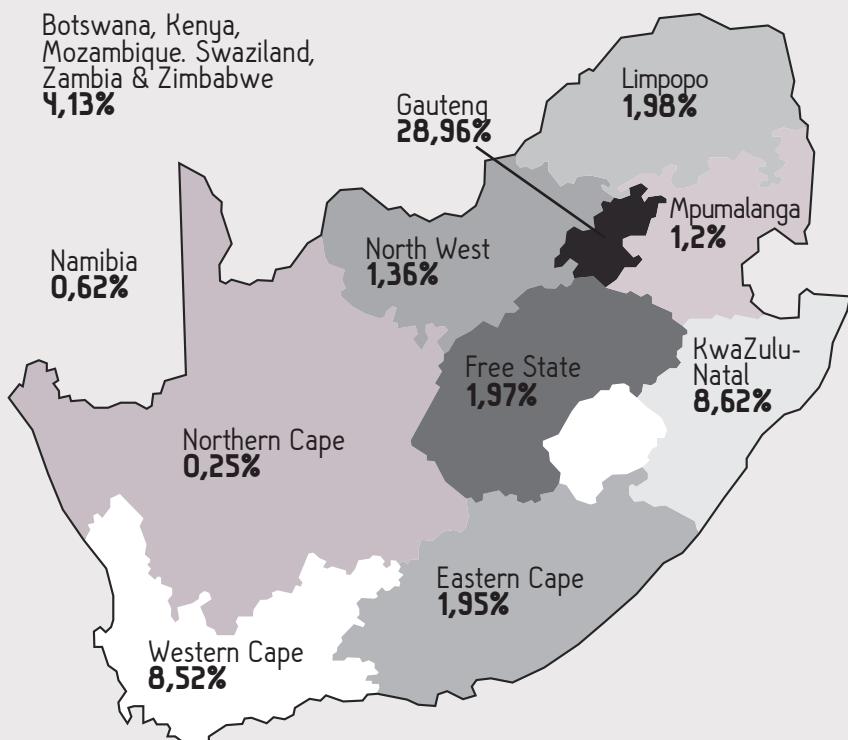
LIVESTOCK & POULTRY

All the information that livestock producers need to increase profits.

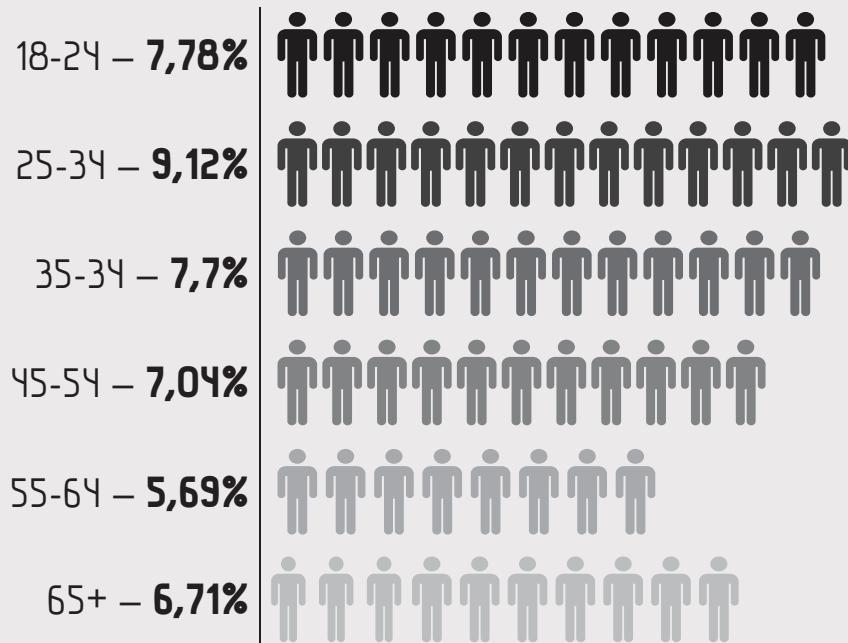


2026

OUR AUDIENCE



OUR DEMOGRAPHICS



Audience by platform

| | |
|--|-------------------------------|
| | Print Run 13 000 |
| | Website 279 315 UVs |
| | TikTok 40 800 |
| | YouTube 6 110 |
| | WhatsApp 1 644 |
| | Newsletter 17 609 |
| | Facebook 169 337 |
| | LinkedIn 24 925 |
| | Instagram 19 900 |
| | X 50186 |



2026

PRINT RATES

| SIZE | TRIM | WIDTH | COST |
|----------------------------|--------|-------|---------|
| | HEIGHT | | |
| Double page spread | 276mm | 420mm | R48 800 |
| Full page | 276mm | 210mm | R24 400 |
| 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 |



New rates are effective from 1 January 2026.

SPECIAL POSITIONS

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

Advertisorials 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 |



All rates exclude VAT.
All rates are nett of an 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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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.

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



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WEBSITE RATES

| DIGITORIAL | SPECIFICATION | COST |
|--|--|---------|
| Supplied digitorial | 600 words & 1 image (645w by 400h px) | R14 500 |
| BANNER | | |
| Banner package (70 000 impressions) | Leader, MPU, 1/2 page & Mobile banners | R10 400 |
| Sectional takeover (One week) | Roadblock-style banners | R16 000 |
| NEWSLETTER (Sent every Tuesday) | | |
| Newsletter banner | (728w by 90h px) | R3 600 |
| Newsletter mention | (400w by 300h px) | R4 100 |
| TOPICAL DISCUSSIONS | | |
| Webinar sponsorship | (banner) | R10 400 |
| Webinar package | | R31 000 |
| Podcast episode sponsor | (3 episodes) | R10 400 |
| Podcast series sponsorship | (3 episodes) | R26 000 |

Online Digitorial package

Supplied digitorial
Newsletter mention
1 X post
2 Facebook posts
with ad spend
(R2 000 per post)
For: R30 000
(Save R7 600)

SOCIAL MEDIA RATES

| PLATFORM | SPECIFICATIONS | COST |
|---|--|------------------|
|  INSTAGRAM | Post: Single image (1080w by 1080h px) Ad spend | R3 100 R2 000 |
|  FACEBOOK | Post: Image/Video (1080w by 1080h px) Ad spend | R6 200 R2 000 |
|  X | Standard post (1200w by 675h px) | R2 600 |
|  LINKEDIN | Standard post | R3 000 |
|  TIKTOK | Video post (1080w by 1920h) | R4 100 |
|  WHATSAPP | Post | R1 500 |

Web banner technical specifications

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

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FACEBOOK SPECIFICATIONS

Status 80 characters
FB Page name
Images JPEG or GIF

FACEBOOK VIDEO
Max 4MB
1280w x 720h px
.mp4, .mov
Max 2 minutes

We can prepare a tailor-made proposal that aligns with your strategy and helps you achieve your objectives.



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FEATURE LIST

| WEEK | ISSUE DATE | FOCUS |
|------|--------------------------|--|
| 1 | 2 + 9 January | Machinery Outlook |
| 2 | 16 + 23 January | Technology |
| 3 | 30 January + 6 February | Undercover Farming |
| 4 | 13 + 20 February | Agri Finance and Insurance Agri Wheels |
| 5 | 27 February + 6 March | AgTech |
| 6 | 13 + 20 March | Renewable Energy |
| 7 | 27 March + 3 April | Crop Health and Protection Soil Health and Fertiliser |
| 8 | 10 + 17 April | Irrigation |
| 9 | 24 April + 1 May | Machinery Outlook and Technology |
| 10 | 8 + 15 May | Nampo Issue |
| 11 | 22 + 29 May | The Royal Show 30 Under 30 Focus |
| 12 | 5 + 12 June | Renewable Energy and Technology Winter Crop Series |
| 13 | 19 + 26 June | Agri Tech |
| 14 | 3 + 10 July | Pig Focus and Animal Health |
| 15 | 17 + 24 July | Supply Chain and Logistics |
| 16 | 31 July + 7 August | Agri Wheels |
| 17 | 14 + 21 August | Soil Health and Fertiliser |
| 18 | 28 August + 4 September | Nampo Cape |
| 19 | 11 + 18 September | Precision Agtech |
| 20 | 25 September + 2 October | Crop Health and Protection |
| 21 | 9 + 16 October | Nampo Alfa Poultry Focus and Animal Health |
| 22 | 23 + 30 October | Farm Safety and Security |
| 23 | 6 + 13 November | Agri Suppliers Guide |
| 24 | 20 + 27 November | Gift Guide |
| 25 | 4 + 11 December | Summer Crop Series 1 |
| 26 | 18 + 25 December | Recipe Magazine Summer Crop Series 2 |



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PRINT DEADLINES

| WEEK | ISSUE DATE 2026 | MATERIAL DEADLINE | ON SALE |
|------|--------------------------|-------------------|---------|
| 1 | 2 + 9 January | 28 Nov 2025 | 24 Dec |
| 2 | 16 + 23 January | 05 Dec 2025 | 09 Jan |
| 3 | 30 January + 6 February | 09 Jan | 23 Jan |
| 4 | 13 + 20 February | 23 Jan | 13 Feb |
| 5 | 27 February + 6 March | 06 Feb | 20 Feb |
| 6 | 13 + 20 March | 20 Feb | 06 Mar |
| 7 | 27 March + 3 April | 06 Mar | 20 Mar |
| 8 | 10 + 17 April | 20 Mar | 02 Apr |
| 9 | 24 April + 1 May | 03 Apr | 17 Apr |
| 10 | 8 + 15 May | 17 Apr | 30 Apr |
| 11 | 22 + 29 May | 01 May | 15 May |
| 12 | 5 + 12 June | 15 May | 29 May |
| 13 | 19 + 26 June | 29 May | 12 Jun |
| 14 | 3 + 10 July | 12 Jun | 26 Jun |
| 15 | 17 + 24 July | 26 Jun | 10 Jul |
| 16 | 31 July + 7 August | 10 Jul | 24 Jul |
| 17 | 14 + 21 August | 24 Jul | 07 Aug |
| 18 | 28 August + 4 September | 07 Aug | 21 Aug |
| 19 | 11 + 18 September | 21 Aug | 04 Sept |
| 20 | 25 September + 2 October | 04 Sept | 18 Sept |
| 21 | 9 + 16 October | 18 Sept | 02 Oct |
| 22 | 23 + 30 October | 02 Oct | 16 Oct |
| 23 | 6 + 13 November | 16 Oct | 30 Oct |
| 24 | 20 + 27 November | 30 Oct | 13 Nov |
| 25 | 4 + 11 December | 13 Nov | 27 Nov |
| 26 | 18 + 25 December | 20 Nov | 11 Dec |
| 27 | 1 + 8 January 2027 | 11 Dec | 24 Dec |

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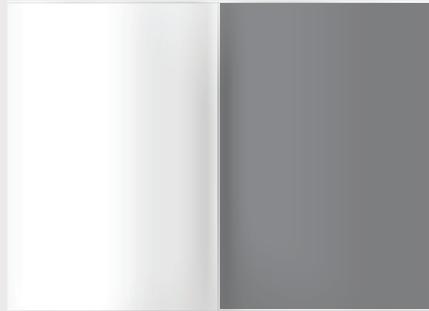
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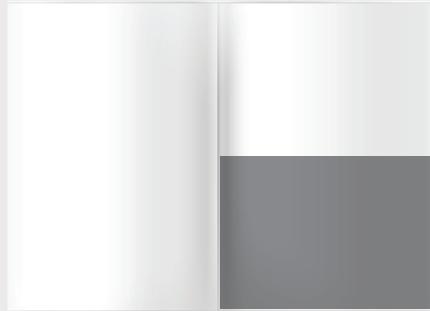
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VISUAL GUIDE



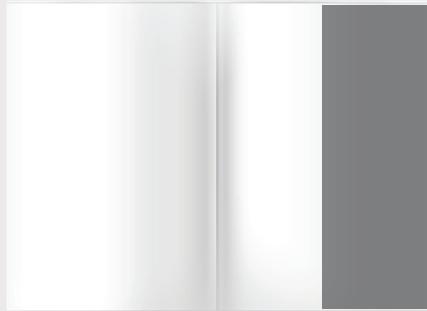
FULL PAGE

Size: W:210 by H:276mm
Bleed: 10mm on all sides
Safe type area (live area): W:200mm x H:266mm



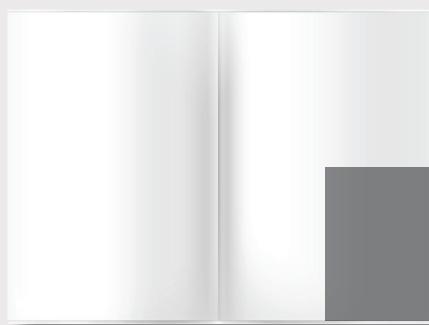
1/2 HORIZONTAL

Size: W:210mm by H:135mm
Bleed: 10mm on all sides
Safe type area (live area): W:182mm x H: 125mm



1/2 VERTICAL

Size: W:105mm by H:276mm
Bleed: 10mm on all sides
Safe type area (live area): W:95mm x H:266mm



1/4 VERTICAL

Size: W:95mm by H:129mm
Bleed: 10mm on all sides



1/4 HORIZONTAL

Size: W:195mm by H:62mm
Bleed: 10mm on all sides



1/4X2

Size: W:95mm by H: 62mm
Bleed: 10mm on all sides

All material must be supplied as PDFs with cropmarks. (IMAGES MUST BE 300dpi) Fonts embedded or converted to outline

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