

MEDIA KIT — farmer's weekly



NEWS
CROPS
LIVESTOCK
FARMING BASICS
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.



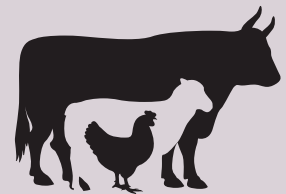
CROPS

Expert advice from farmers, scientists and economists on production and marketing.



MACHINERY & TECHNOLOGY

The latest equipment news, maintenance and product reviews.

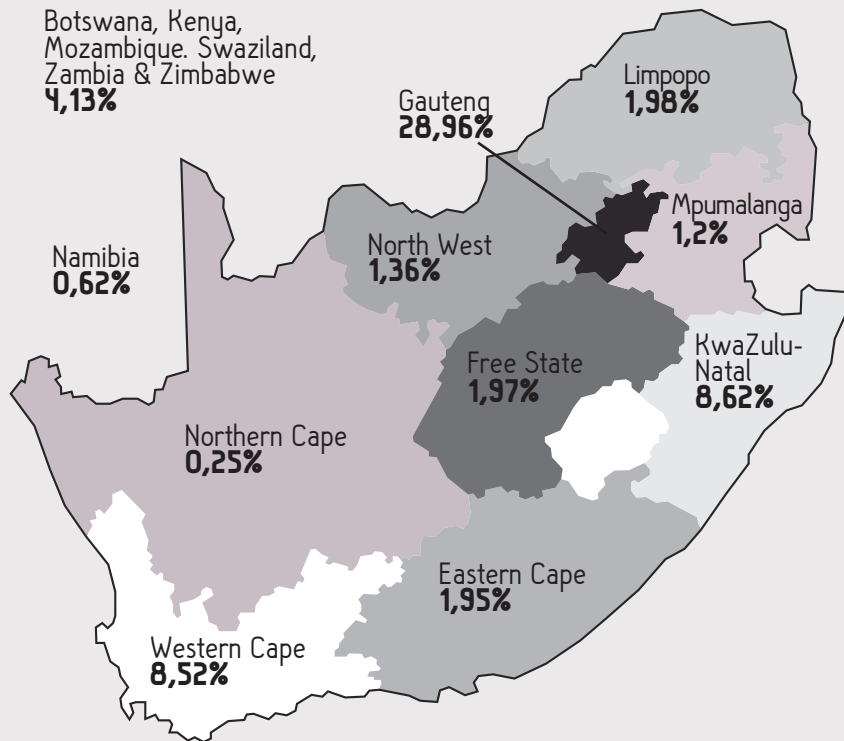


LIVESTOCK & POULTRY

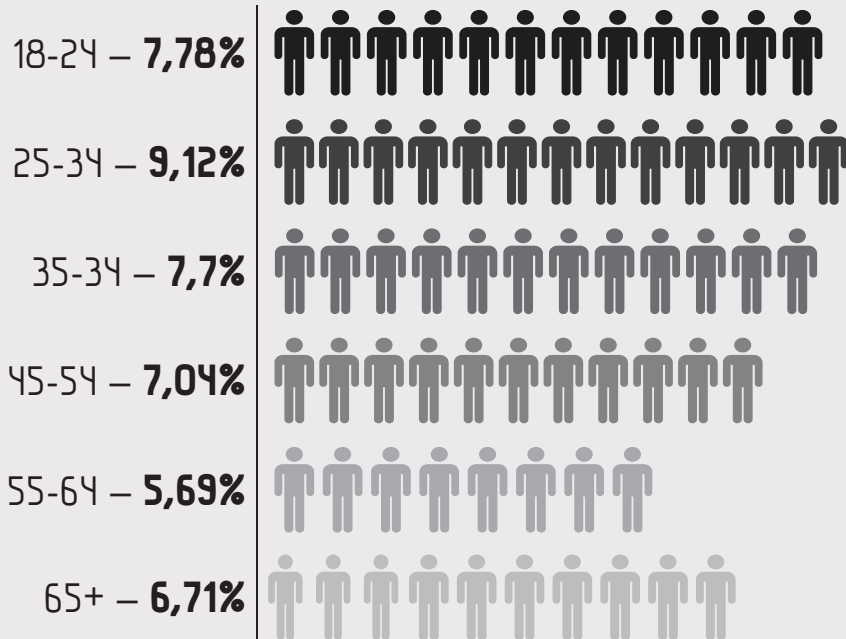
All the information that livestock producers need to increase profits.



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



PRINT RATES

SIZE	TRIM		COST
	HEIGHT	WIDTH	
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

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



New rates are effective from 1 January 2026.

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
Digital	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.



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)

Web banner technical specifications

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



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

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.



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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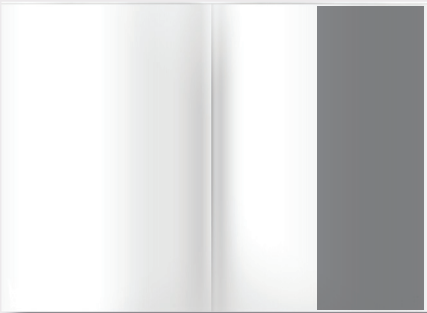
VISUAL GUIDE



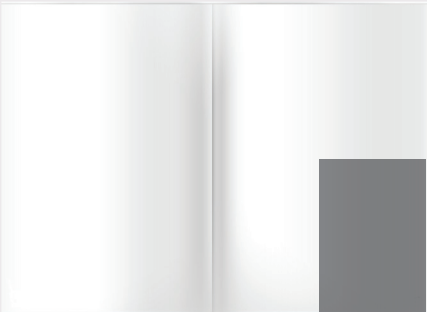
FULL PAGE
Size: W:210 by H:276mm
Bleed: 10mm on all sides
Safe type area (live area):
W:200mm x H:266mm



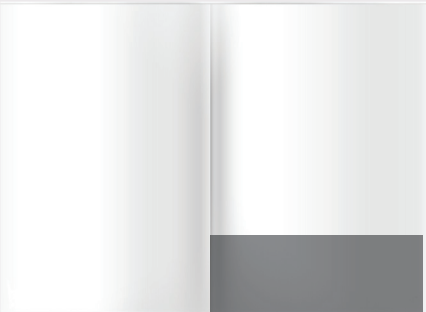
1/2 HORIZONTAL
Size: W:210mm by H:135mm
Bleed: 10mm on all sides
Safe type area (live area):
W:182mm x H: 125mm



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

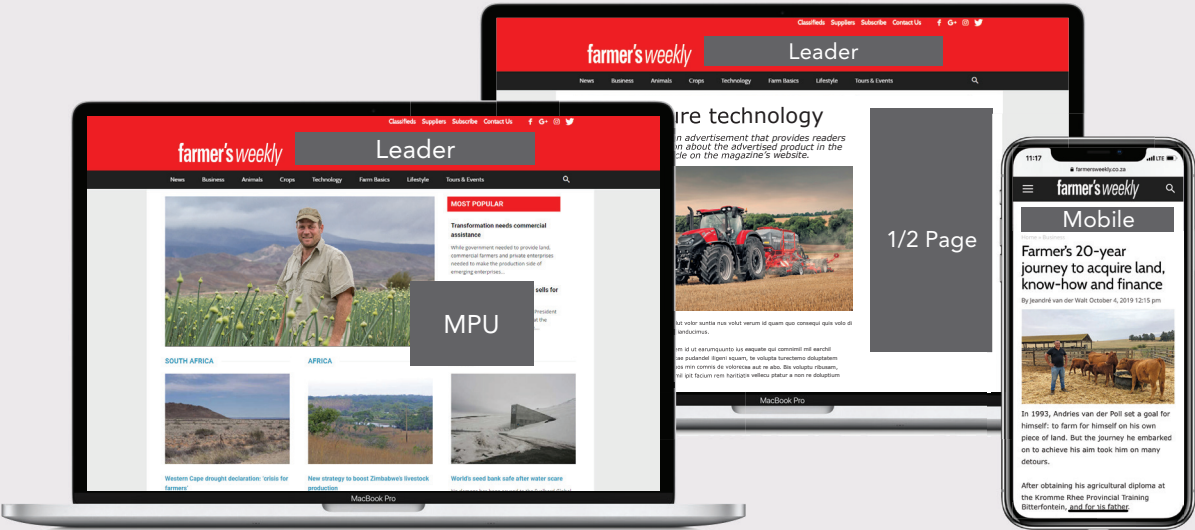


1/4 HORIZONTAL
Size: W:195mm by H:62mm
Bleed: 10mm on all sides



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
335w 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