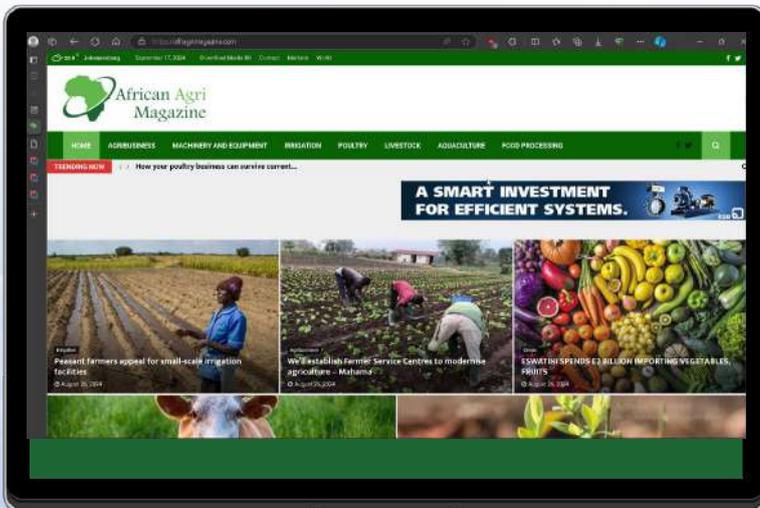


2026 MEDIA GUIDE

African Agri Magazine

DIGITAL.ONLINE.PRINT



AGRICULTURE

LIVESTOCK

POULTRY

FOOD PROCESSING

MACHINERY & EQUIPMENT

IRRIGATION

AGRIBUSINESS



WELCOME TO AFRICAN AGRI NEWS

About

African Agri Magazine

African Agri Magazine stands as Africa's premier agriculture publication, providing timely news, analysis, and insights on key issues impacting the agriculture industry both locally and globally. Our comprehensive coverage spans across various sectors, including biotechnology, farm mechanization, seed production, fertilizers, crop protection, agribusiness, animal husbandry, and food processing. With a strong emphasis on cutting-edge agriculture technologies, marketing strategies, and research, we lead the way in informing and empowering the African agriculture community.

Who

Are Our Readers

We cater to a highly engaged audience of professionals and decision-makers across the entire agricultural value chain. Our readership includes a diverse range of experts such as farmers, ranchers, and farm managers, along with agronomists, veterinarians and extension officers who are at the forefront of agricultural innovation and practice.

In addition to producers, we connect with key stakeholders in agricultural equipment manufacturing and supply, as well as retailers and distributors who play a pivotal role in the supply chain. Investors, financial advisors, and business leaders rely on our insights to make informed decisions that shape the future of the industry.

Our reach extends to researchers and academics driving advancements in agricultural science alongside specialists involved in plantations, mills, and cooperatives. We are also trusted by professionals within aid agencies, government bodies, and financial institutions responsible for agricultural policy, development, and infrastructure.

How

Is the Magazine Distributed ?

African Agri Magazine boasts a robust distribution network, with a print run of 11,200 copies per issue, released quarterly. These printed copies are circulated at major agriculture exhibitions and expos, as well as through both corporate and individual subscriptions.

In addition to the print edition, our weekly newsletter reaches an extensive audience, with over 74,000 subscribers receiving it via email. Furthermore, the digital version of the magazine continues to grow in popularity, attracting more than 14,000 downloads each month. This multi-channel approach ensures we effectively reach a broad and engaged readership within the agriculture sector.

Why

Choose African Agri Magazine?

We offer an unparalleled opportunity to reach the African agriculture market. Our geo-targeted distribution allows for both print and digital campaigns with extensive reach. We work exclusively with companies relevant to our subscriber base, ensuring that our readers receive products and services aligned with their needs.

EDITORIAL CALENDER

Issue 1

JANUARY–MARCH

THEME: Innovations and Technology Transforming African Agriculture

1. Smart Farming: Embracing Precision Agriculture in Africa
2. AgriTech Startups Revolutionizing African Farming
3. Digitizing the African Farm: Agricultural Data Analytics
4. Biotechnology in African Agriculture: GMOs and Beyond
5. Blockchain in Agriculture: Enhancing Transparency and Efficiency
6. Artificial Intelligence in African Agriculture
7. Supply Chain Innovations in African Agribusiness
8. Precision Livestock Farming: Technology for Better Animal Management
9. The Growing Role of E-commerce in African Agribusiness
10. Nampo Harvest Day: Agricultural Technology Showcased in South Africa

Special Feature on Africa Exhibitions:

8th Africa Agri Expo - Kenya
Africa Agri Tech - South Africa

APRIL–JUNE

Issue 2

THEME: Sustainable Practices and Climate Adaptation

1. Sustainable Irrigation Solutions for African Farmers
2. Soil Health and Fertility: Enhancing Crop Yields in Africa
3. Agroforestry: A Sustainable Approach for African Landscapes
4. Drought-Resistant Crops for a Changing African Climate
5. Climate Change and Its Impact on African Agriculture
6. Conservation Agriculture: Techniques for Soil and Water Management
7. Greenhouses: Enhancing African Crop Production
8. Water Harvesting Technologies for Sustainable African Farming
9. The Role of Technology in Tackling Desertification in Africa
10. Agri-Expos Ethiopia: Expanding Agricultural Innovations

Special Feature on Africa Exhibitions:

NAMPO Harvest Day - South Africa
AgriTech Expo Zambia



EDITORIAL CALENDER

Issue 3

JULY-SEPTEMBER

THEME: Empowering Smallholder Farmers and Agribusiness Opportunities

1. Smallholder Farming: Challenges and Opportunities
2. The Role of Cooperatives in African Agriculture
3. Microfinance and Its Impact on Smallholder African Farmers
4. Financial Solutions for African Farmers: Access to Credit
5. Crop Insurance: Risk Management for African Farmers
6. Post-Harvest Loss Reduction Strategies in Africa
7. Agro-Processing: Value Addition Opportunities for African Farmers
8. Agro-Logistics: Efficient Transport and Storage Solutions
9. Mechanization: Modernizing African Agriculture for Growth
10. VIV Africa: Focus on Poultry and Livestock in Africa

Special Feature on Africa Exhibitions:

Africa FarmTech Expo - Kenya

OCTOBER-DECEMBER

Issue 4

THEME: Sustainability, Policy, and Market Growth

1. Green Energy in Agriculture: Solar Power for Farming Operations
2. Organic Farming: A Growing Trend in Africa
3. Sustainable Fertilizer Practices for African Soils
4. Pesticide Use and Safety in African Agriculture
5. Organic Certification: Growing Africa's Export Market
6. Agricultural Export Opportunities in African Markets
7. Government Policies and Their Impact on African Agriculture
8. The Role of International Aid and Investment in African Agriculture
9. African Agriculture's Contribution to Global Food Security
10. African Green Revolution Forum: Policy and Innovation Summit

Special Feature on Africa Exhibitions:

VIV Africa - Rwanda
Agrofood Ghana



STATISTICS



- East Africa- 25%**
Burundi, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Tanzania, Uganda
- Southern Africa- 25%**
South Africa, Angola, Botswana, Lesotho, Mozambique, Namibia, Swaziland, Zambia, Zimbabwe
- North Africa- 15%**
Algeria, Egypt, Libya, Morocco, Sudan, Tunisia, Western Sahara {15%}
- Central Africa- 17%**
Cameroon, Central African Republic, Democratic Republic of Congo, Equatorial Guinea, Gabon
- West Africa- 18%**
Burundi, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Tanzania, Uganda

WEB TRAFFIC

60k +
Page viewers per month

80k +
Page viewers per month

16k +
Monthly Visitors

80k +
Page viewers per month



ADVERTISING RATES

SPECIAL POSITIONS	RATE
FRONT PAGE plus Full-page inside and on-line banner	\$2 400/ R40 000
BACK OUTSIDE COVER plus Full-page inside	\$2 200/ R38 000
FRONT INSIDE DOUBLE PAGE	\$2 000/ R34 800

PRINT	ONE EDITION	TWO EDITIONS (PER EDITION)	THREE-FOUR EDITIONS (PER EDITION)
1/4 PAGE	R13 000 / \$750	R10 800/ \$630	R10 400/ \$600
1/2 PAGE	R16 800 / \$980	R14 400 / \$830	R13 600 / \$780
FULL-PAGE	R28 000 / \$1 600	R23 500 / \$1 360	R20 000 / \$1 200
DOUBLE PAGE	R32 000 / \$1 900	R28 000 / \$1 600	R26 000 / \$1 500

AD SPECS AND RATES. COST PER MONTH

Type	SIZE	ZAR	\$USD
Leaderboard	792x90 px	R 16 000	\$950
Super banner	792x90 px	R14 000	\$820
Wide skyscraper	160 x 600 px	R13 000	\$750
Square button	250x250 px	R10 000	\$610
Large rectangle	336x280 px	R17 400	\$1 000
Pop under	1200x150 px	R15 500	\$900

We are a striving agriculture publication dedicated to transforming the farming sector by bringing relevant information to the fore, addressing challenges faced by the African farmer and enabling you to bring solutions for Africa that will help transform the face of agriculture. Our clients have been using us to communicate their message to farmers across Africa. We deal with every client with a unique approach, adapting our successful model to our client's priorities and to the local cultures





REVIVAL MEDIA

With Us You Made A Right Turn

Work With Us

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