

African

Agri Magazine

2024 MEDIA GUIDE



AGRICULTURE

LIVESTOCK

POULTRY

FOOD PROCESSING

MACHINERY & EQUIPMENT

IRRIGATION

AGRIBUSINESS



ABOUT AFRICAN AGRI

The African Agri Magazine is the Africa's premier agriculture magazine, which provides the updates of news and analysis on topical issues of national and international importance in agriculture. The magazine also analyses sectorial issues involving biotechnology, farm mechanisation, seeds, fertilizers, farm credit, crop protection, horticulture, animal husbandry, food processing, agribusiness, research and extension, marketing and high-tech agric



WHO READS OUR MAGAZINE?

We can geo target countries, we can do print and digital for you which will give you a massive reach, we have an incredible reach directly by qualified subscription to an established audience of managers of farms, Agri industry, Agriresearch and academics, extension workers, plantations, mills and further processing facilities, heads of co-operatives and farmers associations, specialists (e.g., agronomists, nutritionists and veterinarians) and importers/distributors. Another important part of the magazine's audience are the key officials within aid agencies, government and banks who oversee how agricultural development funds are invested.



HOW IS THE MAGAZINE DISTRIBUTED?

With a print run of 12 500 copies per issue, the African Agri Magazine a quarterly publication is distributed in both hard copy and electronic version (E-Magazine). 35% of the copies are distributed for free to small- and large-scale farmers, 25% distribution is done through corporate subscription, 15% through retail outlets, the rest through agriculture expos, conferences and events as well as through strategic agriculture unions and associations. Our Weekly Online Newsletter is sent via email to over 35,400 online subscribers every Thursday. While the PDF Eversion of the African Agri Magazine has now reached 70,000 downloads



WHY CHOOSE THE AFRICAN AGRI MAGAZINE?

Our readers receive for free Print magazine and for the Digital E-shots. They are active buyers, looking for us to supply them with relevant and latest products. They trust that we will link them up with sellers who are totally related to their market. We only work with companies that are relevant to our subscriber-based readers. The title has spent over many years building up this data base of buyers and seller



EDITORIAL CALENDER

JANUARY-MARCH

Agricultural equipment & machinery; Precision agriculture, Irrigation and Water management; Soil working equipment, Fertilizing and Spraying, Seeding and Tillage, Harvesting and Post-Harvest ; Plant and crop protection; Fencing & Fire Guard; Fuelling, Energy & Power; Gran storage and material handling; Animal production – Animal health, large animal veterinary equipment and surgical equipment; Electrical energy and Engineering supplies; Food processing and animal nutrition Transportation – Farm vehicle parts and components , trailers



APRIL-JUNE

Grain handling, storage & processing; Agricultural consultancy, Farm Access control & Security systems; Agriculture skills training; Agricultural equipment & machinery Implements, components & spares; Grain & Feeds, material handling equipment; Alternative energy and Power Generation; Dust and Pollution control; Threshing, selection and conditioning equipment; Grain and seeds; Grinding media equipment; Plastic pipes, hoses, valves, wire and ropes, Multi enzyme technologies, Animal husbandry, Poultry

JULY-SEPTEMBER

Horticultural Equipment- Harvesters Combine harvesters, Exclusive Harvesters; Irrigation & Watering Equipment- Surface Irrigation; Overhead Irrigation; Deep water welldrilling; Agri surveillance & communications; Crop protection & high yield enhancement, Fencing & FireGuard' Animal nutrition Equipment Dairy Equipment, Poultry equipment & chemicals, Tagging & Identification equipment, Veterinary services; Beverages and juices; Transportation & Shipping; Specialised farming equipment, machinery, parts & components; Agro Water and Wastewater Management;



OCTOBER-DECEMBER

Freshwater Aquaculture; Poultry equipment, Dairy and Milking equipment; Animal Feeds and supplement; Soil working, sowing and fertilizer-distribution equipment; Inputs and implements; Cleaning equipment Farm safety systems- pest & insects control equipment; Chemical water conditioners; Small scale Farming and women in agriculture; Various laboratory appliances, Waste water plants, Agro Water and Wastewater Management, Pollution Control equipment. Road construction. Nutrition

STATISTICS



East Africa- 25%
Burundi, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Tanzania, Uganda

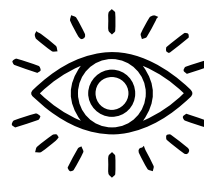
Southern Africa- 25%
South Africa, Angola, Botswana, Lesotho, Mozambique, Namibia, Swaziland, Zambia, Zimbabwe

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

The readership profile of the African Agri Magazine includes small scale farmers and key decision makers such as CEOs, Directors, company's owners, Government departments, Procurement Managers, Farm managers, Agronomists as well as many other professionals within the agricultural sector in Africa



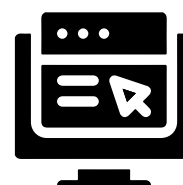
Page Views
per month
+60k



Our Average reader
is between 26 - 56
years



Subscribers
80k



Visitors
per Month
+16k

ADVERTISING RATES

SPECIAL POSITIONS	RATE
FRONT PAGE plus Full-page inside and on-line banner	\$2000/ R36 000
BACK OUTSIDE COVER plus Full-page inside and on-line banner	\$1800/ R30 000
FRONT INSIDE DOUBLE PAGE plus on-line	\$1500/ R27 000

PRINT	ONE EDITION	TWO EDITIONS	THREE-FOUR EDITIONS
1/4 PAGE	R10 500/\$750	R16 500/\$1250	R25500/ \$1 650
1/2 PAGE	R14 500/\$980	R22 500/\$1500	R35800/\$2 500
FULL-PAGE	R20000/\$1 500	R30 500/\$2 500	R60 700/ \$4000
DOUBLE PAGE	R25 000/\$1 900	R39 500/\$2800	R80 000/\$4500

AD SPECS AND RATES. COST PER 3 MONTHS

Type	SIZE	ZAR	\$USD
Leaderboard	792x90 px	R20 500	\$1 500
Super banner	792x90 px	R14 500	\$1 000
Wide skyscraper	160 x 600 px	R13 500	\$960
Square button	250x250 px	R7 500	\$660
Large rectangle	336x280 px	R15 000	\$1 200
Pop under	1200x150 px	R13 500	\$960

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

Work With Us

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