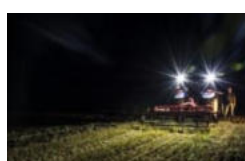
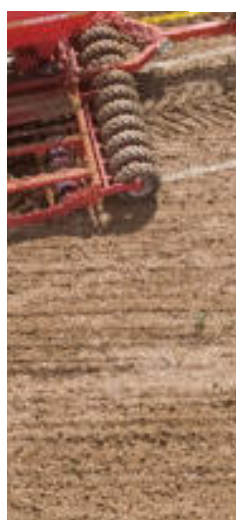


2021 MEDIA KIT

PRINT | DIGITAL



www.afriagrimagazine.com



About Us

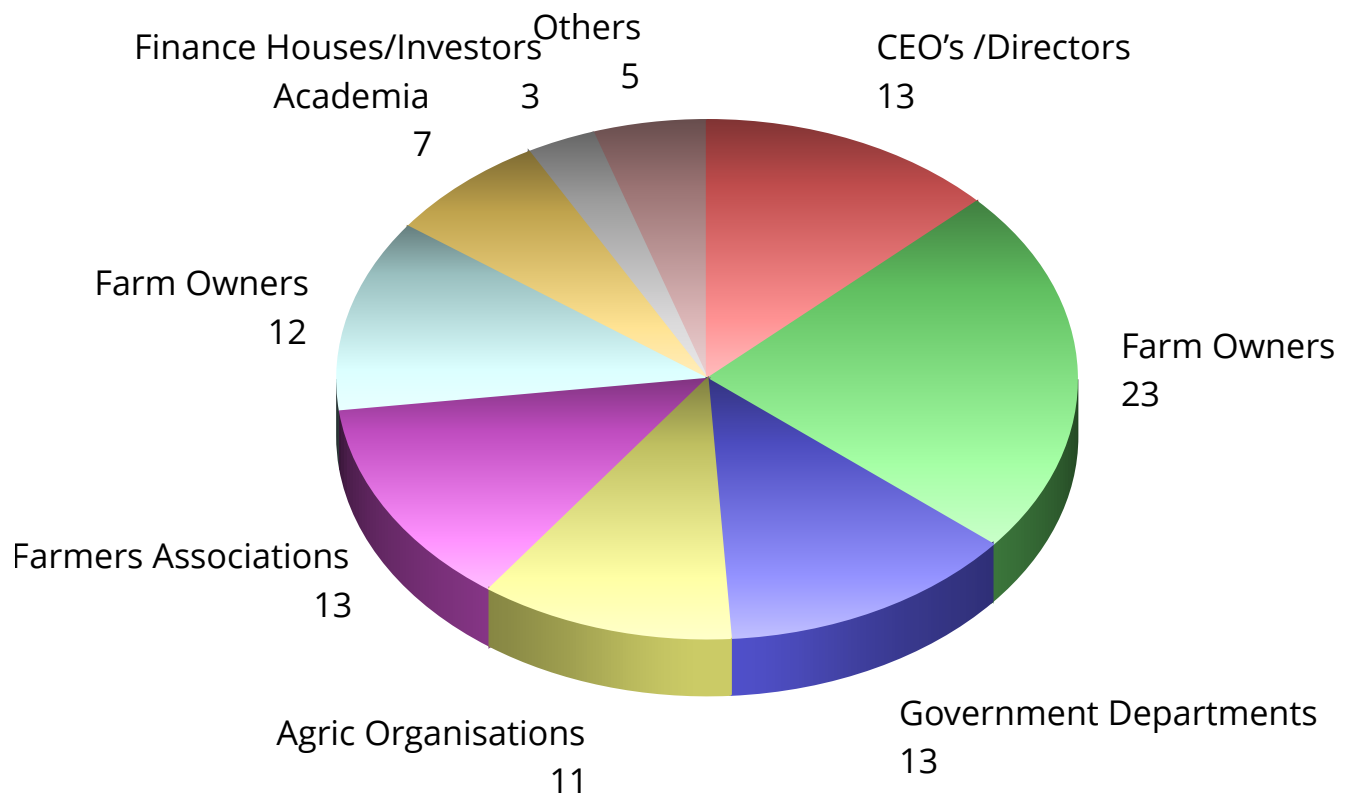
African Agri Magazine is Africa's premier agriculture magazine, which provides the updates of news and analysis on topical issues of national and international importance in agriculture. The magazine also analyses sectorial issues involving biotechnology, farm mechanization, seeds, fertilizers, farm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

The magazine is distributed to Government officials, agri industry, agri research and academics, extension workers, bank and rural institutions. The African Agri Magazine is a leading and dynamic online news portal which gives real time latest news and information about the industry developments, market trends, companies and personalities of the vast African agriculture industry reaching African nations.

We offer vital information on Farming techniques and technologies, Agricultural commodity markets while identifying comparative advantages within the industry. We focus on helping our readers learn how to effectively invest and participate beneficially in the agricultural sector of Africa. We connect non-profit organizations with the local farmers while helping the farmers learn how to access information on modern farming technologies. We have scholarly articles along with more personal articles, so as to balance the content of the magazine and make it more accessible to a larger audience.

With a print run of 48 000 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 scale farmers, 25% distribution is done through corporate subscription, 15% through retail outlets, the rest through agriculture expos, shows and events as well as through strategic agriculture unions and associations. Our Weekly Online Newsletter is sent via email to over 52,000 online subscribers every Thursday. While the PDF E-version of the African Agri Magazine has now reached 70,000 downloads. The PDF Eversion of the magazine can also be accessed via our website <http://www.afriagrimagazine.com> and is more prevalent than hard copies (given the lower costs of distributing via the internet). 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.

Readership



Distribution

Ghana	1, 980
Nigeria	5, 200
Botswana	3, 000
Namibia	2, 800
South Africa	6, 300
Eswatini	1, 000
Malawi	3, 000
Zambia	3, 300
Zimbabwe	3, 000
Kenya	3, 100
Tanzania	3, 310
Uganda	3, 290
Ethiopia	3, 020





Feature Schedule

Jan/March	April/June	July/September	October/December
<p>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; Grain storage and material handling; Animal production – Animal health, large animal veterinary equipment and surgical equipment; Electrical energy and Engineering supplies; Transportation – Farm vehicle parts and components , trailers; Accommodation and Structures; IT, Software and technology.</p>	<p>Horticultural Equipment- Harvesters- Combine harvesters, Exclusive Harvesters; Irrigation & Watering Equipment- Surface Irrigation; Overhead Irrigation; Deep water well-drilling; Agri surveillance & communications; Crop protection & high yield enhancement, Fencing & Fire Guard' Animal Husbandry 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;</p>	<p>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.</p>	<p>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,</p>



Advert Specs & Rates

All measurements are Height x Width

Double Page Spread

BLEED 307mm x 430mm
TRIM 297mm x 420mm
ZAR 25,000 / USD 1,900

Ask for details
for gutter bleed
requirements

Single Page

BLEED 307mm x 220mm
TRIM 297mm x 210mm
ZAR 17,500 / USD 1,500

Half Island

TYPE 187mm x 125mm
ZAR 12,300 / USD 950

Half Vertical

BLEED 307mm x 108mm
TRIM 297mm x 103mm
TYPE 270mm x 90mm
ZAR 12,300 / USD 950

Half Horizontal

BLEED 142mm x 220mm
TRIM 138mm x 210mm
TYPE 124mm x 190mm
ZAR 12,300 / USD 950

Third Island

TYPE 124mm x 125mm
ZAR 9,500 / USD 700

Third Vertical

TYPE 270mm x 60mm
ZAR 9,500 / USD 700

Third Horizontal

TYPE 80mm x 190mm
ZAR 9,500 / USD 700

Quarter Vertical

TYPE 124mm x 90mm
ZAR 7,900 / USD 560

Quarter Horizontal

TYPE 57mm x 190mm
ZAR 7,900 / USD 560

Strip Advert Vertical

TYPE 124mm x 60mm
ZAR 5,500 / USD 380

Strip Advert Horizontal

TYPE 38mm x 190mm
ZAR 5,500 / USD 380

Print Areas

Bleed Plate

Trim size

Type area (page)

Height x Width

307mm x 220mm
(12¹/₈ x 8⁵/₈ inches)
297mm x 210mm
(11³/₄ x 8¹/₄ inches)
270mm x 190mm
(10⁵/₈ x 7¹/₂ inches)

ADVERTISEMENT MATERIAL REQUIREMENTS

Advertising material should be sent by e-mail to advertising@afriagrimagazine.com

Large files (10Mb or more)

can be compressed using Zip, Stuffit, RAR or JPEG, or please ask for alternative methods of sending.

File naming convention: Company name_month, i.e. Your Company Name_Edition

Print-ready file format: High resolution 300 dpi CMYK PDF (Press Optimised), Acrobat 9 (PDF2.0) compatible (or newer). Please do not embed colour profiles as they may clash with our printing profile.

- **All images must be high resolution** – 300 dpi (at final size), CMYK or greyscale.
- **All fonts must be embedded.**
- **Colours must be converted to CMYK.** The use of RGB and pantone colours can NOT be accepted, apart from Pantone Spot colours which are accepted at an extra charge. Please do not embed colour profiles as they may clash with our printing profile.
- **Crop marks** should be added where necessary.
- **Bleed** – plus 5 mm on all 4 edges.
- **Layers** – must be flattened before saving as a PDF file.

Other file formats accepted: Adobe Photoshop Type must be separate and not form part of the picture, also it must be 100% Black and not made up from CMYK. (save as 300 dpi, .png, .tif, .eps or jpeg). Adobe Illustrator (save as .eps – ensuring all fonts are saved as outlines).

Quark Xpress and InDesign – by arrangement with our production department.

We cannot accept: Microsoft Word, Excel or Powerpoint files. These programmes resize the pages and cannot separate colours to CMYK.

Production Contact

advertising@afriagrimagazine.com

ADVERTISEMENT MATERIALS DEADLINE

Materials are required on or before the 1 week before print deadline

INSERTS

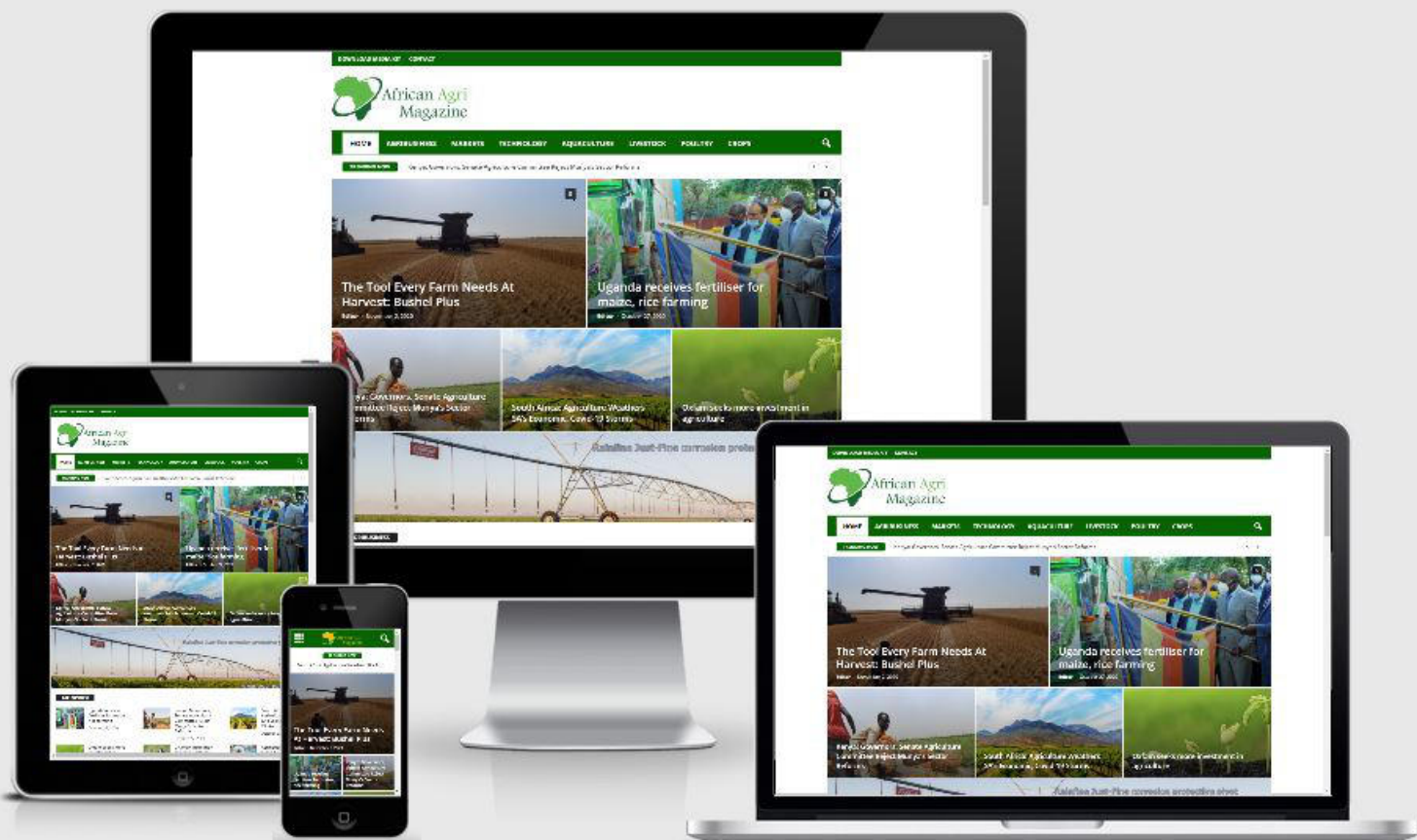
Loose and bound-in inserts are accepted in the African Agri Magazine subject to approval on size and Content. Charges and printing rates are available on request provided that it is affixed to a fully-paid advertisement (minimum size 1/2 page).

CONTRACT PUBLISHING SERVICES

We can also offer extensive market research services, corporate profile/advertorial features as well as having the facilities to write, design and print company supplements/brochures/house journals. Further information and quotations on request.



Advert Rates & Specs



Ad Specs & Rates . Cost Per 3 months

Type	Size	ZAR	USD
Inline Rectangle	300 x 250	R4,200	\$320
Large Rectangle	336 x 280	R4,800	\$370
Half Page Ad	300 x 600	R5,200	\$480
Leaderboard	728 x 90	R8,600	\$700
Mobile Leaderboard	320 x 50	R7,200	\$620
Wide Skyscraper	160 x 600	R6,800	\$520
Banner	468 x 60	R5,100	\$400

Our Reach

21,000+
Monthly Visits

32,000+
Subscribers Worldwide

43,200+
Readership

Mailing List

Over 32,000+ Subscribers

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Gauteng,
South Africa

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