



African Agri Magazine



"Investments in agriculture are the best weapons against hunger and poverty, and they have made life better for billions of people"

**MEDIA
KIT 2022**



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ABOUT US

The African Agri Magazine is Africa's premier agriculture publication which provides 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, Agri research 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 16 500 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 E-version of the African Agri Magazine has now reached 70,000 downloads

Why Choose the African Agri-Magazine?

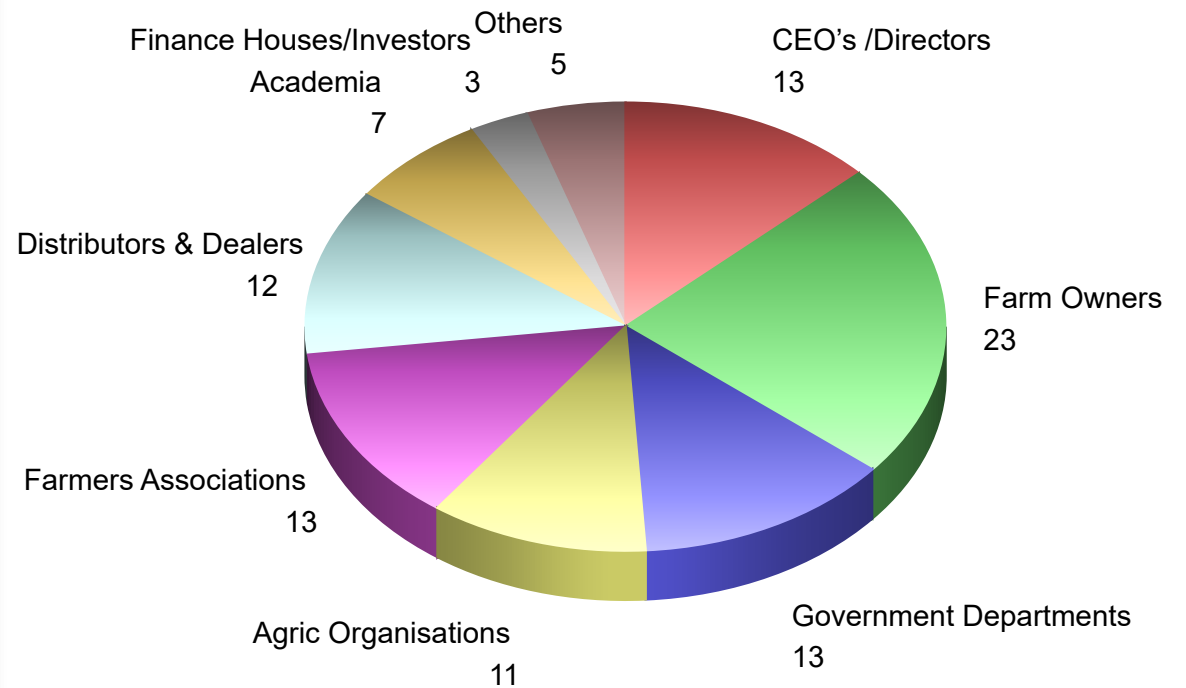
- Our readers receive the Print magazine and for the Digital E-shots for free
- They are active buyers, looking for us to supply them with relevant and latest products
- They trust that we will link them up with sellers who are totally related to their market.
- We only work with companies that are relevant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

The magazine website www.afriagrimagazine.com is updated with content on a daily basis. Readers are able to sign up for our monthly e-newsletter, which provides a digest of the top news and developments as well as a link to the latest print magazine hosted digitally online.





READERSHIP



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.

STATISTICS



Statistics to give you some
indication of our reach, scope and
demographics

+ 60 k

Page Views / Month

+ 36 k

Visitors / Month

4

Posts / Day

Demographics

Our Average reader is
between 26 - 56 years

20 k

Mail List

80 k

SUBSCRIBERS



Southern Africa 25%	South Africa, Angola, Botswana, Lesotho, Mozambique, Namibia, Swaziland, Zambia, Zimbabwe
East Africa 25%	Burundi, Ethiopia, Kenya, Madagascar, Malawi, Mauritius, Rwanda, Seychelles, Tanzania, Uganda
West Africa 17%	Nigeria Burkina Faso, Senegal Cape Verde, Côte D'Ivoire, Gambia, Ghana, Guinea, Mali, Niger, Togo
Central Africa 18%	Cameroon, Central African Republic, Democratic Republic of Congo, Equatorial Guinea, Gabon
North Africa 15%	Algeria, Egypt, Libya, Morocco, Sudan, Tunisia, Western Sahara



Our Distribution reach gives you exposure within Africa and beyond

2022 Editorial Calendar

JANUARY-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</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>	<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 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 Accommodation and Structures; IT, Fuelling, Energy & Power,</p>

Advert Specs & Rates

All measurements are Height x Width

Double Page Spread

BLEED 307mm x 430mm

TRIM 297mm x 420mm

Ask for details
for gutter bleed
requirements

Single Page

BLEED 307mm x 220mm

TRIM 297mm x 210mm

Half Island

TYPE 187mm x 125mm

Half Vertical

BLEED 307mm x 108mm

TRIM 297mm x 103mm

TYPE 270mm x 90mm

Half Horizontal

BLEED 142mm x 220mm

TRIM 138mm x 210mm

TYPE 124mm x 190mm

Third Island

TYPE 124mm x 125mm

Third Vertical

TYPE 270mm x 60mm

Third Horizontal

TYPE 80mm x 190mm

Quarter Vertical

TYPE 124mm x 90mm

Quarter Horizontal

TYPE 57mm x 190mm

Strip Advert Vertical

TYPE 124mm x 60mm

Strip Advert Horizontal

TYPE 38mm x 190mm

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)

ADVERTISING RATES

Align your brand with recognised editorial excellence

Print	One Edition	Two Editions	Three to Four Editions
¼ page	R10 500 / US\$702	R16 500 / US\$1 200	R25 200 / US\$ 1 640
½ page	R14 500 / US\$970	R20 500 / US\$1 400	R35 500 / US\$2 500
A4 full-page	R19 500 / US\$1500	R30 500 / US\$2 200	R59 700 / US\$ 4 000
Double-page	R25 000 / \$1700	R38 000 / US\$ 2700	R62 000 / US\$ 4 500

ADVERTISEMENT MATERIALS DEADLINE

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

Packages	1x issue	2x issue	3 to 4 issues
Front-page magazine and website leaderboard banner Full-page within the magazine and full-page editorial	R27 000 / \$1 900	R45 000 / \$3 500	R75 000 / \$5 000
Back Outside Cover magazine and website super banner Full-page within the magazine and full-page editorial	R25 000 / \$1 650	R40 000 / \$ 3000	R70 000 / \$4 600
Half-page advert and website skyscraper banner Half-page editorial	R16 000 / \$1 200	R25 000 / \$1 670	R40 000 / \$2 700

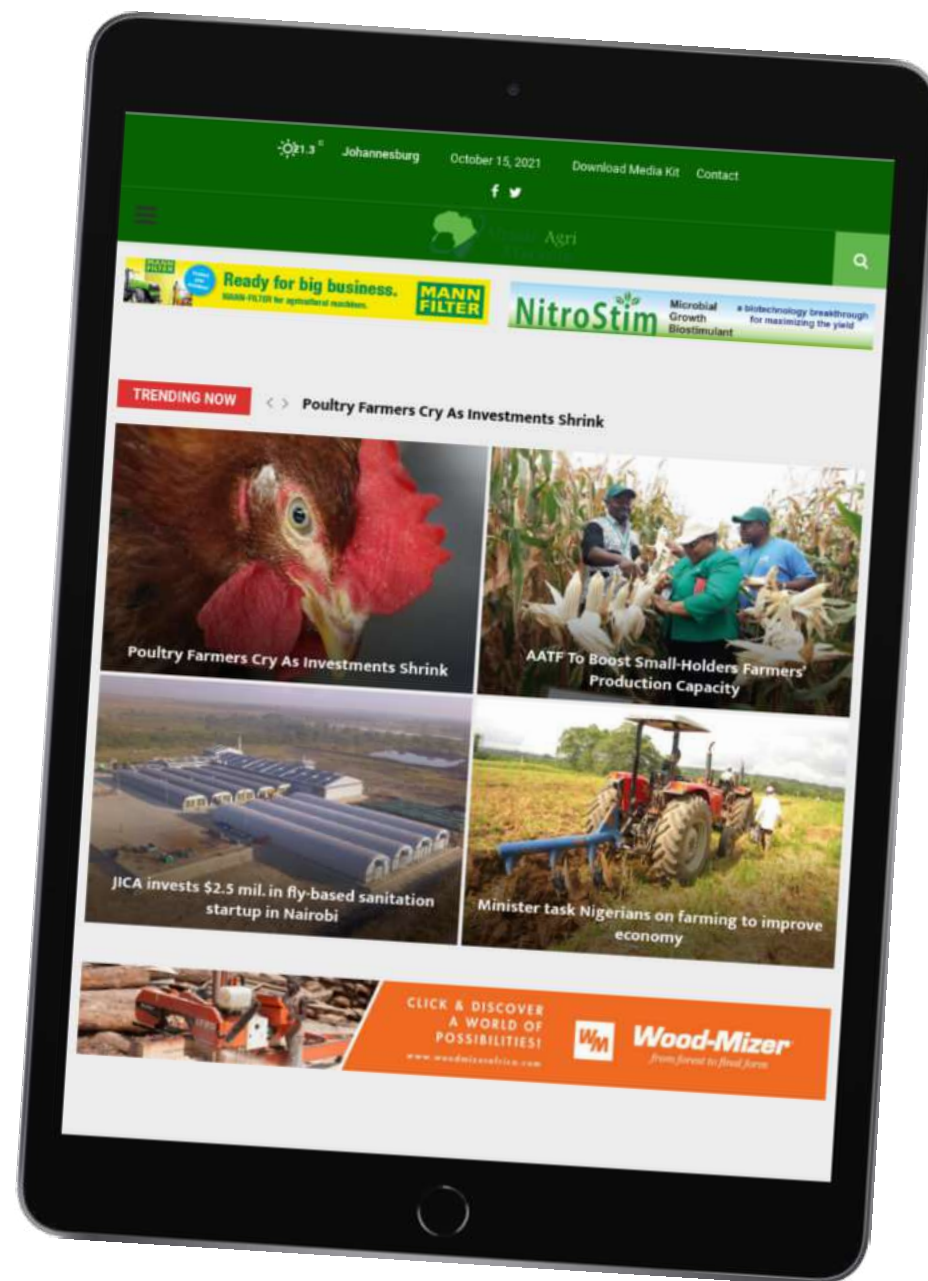


African Agri-Magazine provides a perfect platform from which to showcase your products and attract new business from the African industry. Communication with our users is consistent, ensuring immediate response to your campaigns.

ONLINE & NEWSLETTER ADVERTISING RATES

Ad Specs & Rates . Cost Per 3 months

	SIZE	ZAR	US\$
Leaderboard	792 x 90	20 100	1 500
Super banner	792 x 90	14 500	1 000
Wide Skyscraper	160 x 600	13 500	960
Square button	250 x 250	7 500	660
Large Rectangle	336 x 280	14 500	1 000
Pop under	1200 x 150	13 500	960



BRAND Partnerships

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

Revival Media (Pty) Ltd

Address: 1852 Dodoma Crescent
Roodepoort
Johannesburg 2188,
Cell: +27 67 812 9099
Gauteng, South Africa

Editorial Contact: editor@afriagrimagazine.com
Subscription Contact: info@afriagrimagazine.com
Advertising Contact: advertising@afriagrimagazine.com
Website: <https://afriagrimagazine.com>



A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well