

FARMERS
REVIEW AFRICA



MEDIA KIT

Online, Print and Social Media Packages

2020

WWW.FARMERSREVIEWAFRICA.COM

**PARTNER WITH US AND PUT YOUR BRAND
AT THE HEART OF AFRICA'S AGRICULTURE**

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PUBLISHER



MAILING TIMES MEDIA

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AROBIA CREATIVE CONSULTANCY is the legitimately authorised sales agent for the **East African Region**

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About Farmers Review Africa

Farmers Review Africa published by Mailing Times media, is Africa's premier farming magazine which provides the updates of news and analysis on topical issues of national and international importance in agriculture. It is a publication which links the technology applied in the Agricultural sector to the field experience of professionals of this area. All aspects of the Agricultural cycle, from tilling the land to transporting, fall within the realm on the interest of the journal. The journal, by design, offers advertisers unparalleled exposure to a captive audience.

The Farmers Review Africa's editorial content is built around its dedicated industry sector sections, which gets into the guts of real issues.

The magazine also analyses sectoral issues involving biotechnology, farm mechanization, poultry, crop protection, horticulture, animal husbandry, livestock, food processing, agribusiness, research and extension, high-tech agriculture and a host of specialized agricultural products.

Farmers Review Africa is content rich and information driven magazine with its unique style of presentation. It provides a comprehensive information on the market and industry, economic and policy issue, scientific advances, new agri-input products, latest technology and latest news and analysis on the development in agriculture.

African Agriculture News A Growing Trend

African Agriculture will remain in the news in the period 2020 due to erratic rain seasons, economic factors, the increasing need for sustainable food security and social change in South Africa as well as the rest of the continent.

Agri-innovation as a trend will continue to gain momentum, making this space a dynamic investment opportunity and draw card for media and readership attention.

The importance of farming, the inclusion of emerging farmers and the infusion of latest technologies will also continue to become an increasingly topical conversation point as we see a global shift in attention to farmers and the important work they do.





We will help you
grow your industry
visibility.

+25%

+10.1%

+7.9%

+9%

Growth In Readership Per Agribiz Sector to Date

Agri-preneurs: A lot of effort has been put globally with intentions of setting up platforms for aggregating agri-preneurs across Africa and escalating the impact of their activities.

Researchers: Researchers and other development specialists are keen on examining the state of agricultural research and development (R&D) in the region and how such R&D can be improved. Focus is on key strategies to address current limitations and inefficiencies in agricultural R&D.

Investors: Farming is the primary source of food and income for Africans and provides up to 60 percent of all jobs on the continent. With 200 million hectares in sub-Saharan Africa, investors are looking for opportunities and trends.

Agri-Tech: Incredible advances have been made in technology for agriculture, affording farmers greater control over production, the ability to increase yields, operate more sustainably, and more flexibility as the weather changes.

FARMERS REVIEW AFRICA



Our Philosophy

Farmers Review Africa journal content is focused on things farmers care about: machinery, crops, seeds, production, business management, precision ag, crop protection, policy, health, family, and lifestyle.



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Market Coverage

Farmers Review Africa has worked with more farmers and agricultural organisations for longer than any of our competitors.

Our magazine circulation guarantees your advertisements will be seen throughout your specific country and continental Africa. Our circulation of over 45,000 copies (both print and digital) in each of the countries we have agencies, means we have the highest B2B magazine distribution to the agriculture industry in all these respective countries, our publication not only goes to our database but to members of the relevant associations who are our partners.

Effective and timely communication is of vital priority because the world has become a small village and accessibility has become easier. The objective of the journal is to ensure that the reader can take away some practicable advice and act immediately to implement the solutions for immediate results and benefits.

The journal offers a great opportunity to strategically provide readers with solutions to the very problems they are reading about, and benefit from not only having the right message in front of them, audience, but also from having it seen at the right

time when plans for action are being made. This will keep all the stakeholders in the industry abreast with developments in the field of agriculture and agribusiness. Farmers Review Africa not only offers great industry exposure through its bi-monthly print magazine. It also provides additional special opportunities. Whether you have a new product, event or just want to increase your market presence, we have the opportunity for you. Product/event review on spotlight in one issue. Highlighted with special designation from all other reviews, 1st come 1st serve agribusiness.

Our readers are your next customers.



Exhibitions

We also participate and partner with various regional exhibitions and events where we showcase our publications and web offerings. During such events, we promote distribution of the publication bringing you in touch with government officials and other high-level delegates.

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Editorial Content

Farmers Review Africa is noted for the breadth and depth of its editorial: its geographical base spans Southern, East and West Africa through 10 direct agencies located in South Africa, Botswana, Zimbabwe, Malawi, Tanzania, Uganda, Kenya, Ethiopia, Ghana, Nigeria and Zambia.

2020 sees agriculture evolving in the face of uncertainty, financial pressures and new technology. Farmers Review Africa is trusted, reaching the whole industry - from established farmers through to the next generation - with diverse content to inform, advise and entertain



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2020 Editorial Calendar

JAN / FEBRUARY

- **Grassland and Forage:** *Harvesting, silage machinery and technology*
- LED lighting
- Milling and mixing technology
- Weighing and Filling Equipment

MARCH / APRIL

- Undercover farming
- Bearings
- Farm Buildings
- **Milking:** Latest in parlours and milking technology

MAY / JUNE

- Nampo (Preview)
- High horsepower tractors
- Packaging equipment for liquid and pasty products
- CropTec special issue: *Crop Protection + Crop Nutrition and Varieties*

JULY / AUGUST

- Farm storage, *incorporating grain handling and storage, agrochemical stores*
- Fire management and safety
- ATVs, UTVs, & Trucks
- Nozzles and sprayer applications

SEPT / OCTOBER

- Feed, nutrition and Animal health
- Poultry Africa 2020 (Preview)
- Renewables
- Technology & Precision Ag

NOV / DECEMBER

- Materials handling
- Self-propelled and high-capacity sprayers
- Foot care and veterinary
- Tillage equipment and cultivators

Regular Sections

Machinery Preview
New Products & Services
Health & Safety
Business Profiles
Rural Business
Cropping
Livestock
Soils & Pastures
Market Information
Ideas & Innovation

Circulation

Farmers Review Africa is distributing over 6 500 copies of the magazine between subscribers, and partner distribution as well as online downloads. Farmers Review Africa averages 9.3 readers per copy. Our digital reach is over 45 000 unique visitors per month.

Geographical Analysis:

African Readership based on Print & Digital Copies

West Africa

7,220

Ghana

1,980

Nigeria

5,240

Southern Africa

22, 400

Botswana

3, 000

Namibia

2, 800

South Africa

6, 300

Swaziland

1, 000

Malawi

3, 000

Zambia

3, 300

Zimbabwe

3, 000

East Africa

18,745

Kenya

7,125

Tanzania

4,010

Uganda

3,090

Rwanda

3,020

Ethiopia

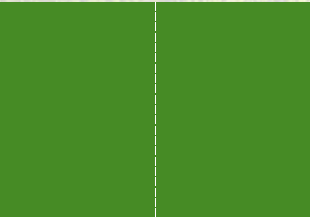
1,500



Rate Card (Print)

Standard positions	Size	Rate (RAND)
Double Page Spread	420mm (w) x 297mm (h)	25,500
Full Page	210mm (w) x 297mm (h)	16,250
Half Page	180 mm (w) x 130mm (h) or 90mm (w) x 260mm (h)	12,150
Third Page	180mm (w) x 90mm (h) or 60mm (w) x 260mm (h)	9,500
Quarter Page	180mm (w) x 65mm (h) or 90mm (w) x 130mm (h)	7,200
Premium positions	Size	Rate
Inside Front Cover	2 10 mm (w) x 2 9 7 mm (h)	21,250
Outside Back Cover	210mm (w) x 297mm (h)	21,250
High Visibility Packages	Got a big announcement? Want to get the company name out there quickly? Heading to an event and want to make a splash?	Rate
Select from one of these options: Can include a half page, full colour advert	2 X Page Corporate Profile (half page Advertisement)	22,000
	3 x Page Profile (6 months banner) + Full page Ad	28 500
	4 x Page Profile + Full page Ad	36 500
	(Include a banner Ad on the FRA website for a period of 12months)	
All prices are in ZA Rands and VAT is not Applicable		

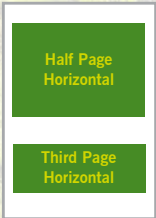
Advertising artwork can be submitted according to the specifications above or we can design an advertisement at current trade rates.



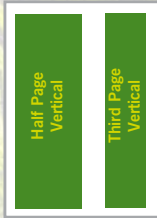
Double Page Spread (DPS)
 Trim Size: 420 mm(w) x 297 mm(h)
 Bleed: 430mm(w) x 307 mm(h)



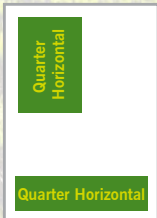
Full Page (FP)
 Trim Size: 210mm(w) x 297 mm(h)
 Bleed: 220 mm(w) x 307mm(h)



180 mm(w) x 90 mm(h)
1/2 Page - Horizontal
 180 mm(w) x 130 mm(h)
1/3 Page - Horizontal



60 mm(w) x 260 mm(h)
1/2 Page - Vertical
 90 mm(w) x 260 mm(h)
1/3 Page - Vertical



180 mm(w) x 65 mm(h)
1/4 Page - Vertical
 90 mm(w) x 130 mm(h)
1/4 Page - Horizontal

Our Online Rate Card



Banner Size	Units in pixels (WxH)	1 Month Rates per Month	2 - 4 Months Rates per Month	5 - 11 Months Rates per Month	12+ Months Rates per Month
Leaderboard	798 x 96	R 3,074	R 2,710	R 2,560	R 2,050
Square	300 x 300	R 2,065	R 1,850	R 1,660	R 1,462
Skyscraper	300 x 600	R 2,930	R 2,500	R 2,340	R 1,725
Full Banner	700x 96	R 2,930	R 2,500	R 2,340	R 1,725
Newsletter Banner	Banner on our weekly e-newsletter (500 x 100)px				R 3,820
Electronic Direct Mail (Email Shot)	(Sent to our database of over 28,000 subscribers)				R 9,500
Rates are exclusive of taxes and agency commissions and fees					

Why Advertise?

Farmers Review Africa is a niche product, which means Advertisers benefit from its targeted approach. Its readers are the buyers of your products and services the decision makers.

The magazine has positioned itself in the Africa's Agricultural Sector, as a valued, accurate and respected source of information what a better way to communicate your message than through a much sought –after publication that is respected in the industry.

As an advertiser, your message in Farmers Review Africa gives you the cachet and credibility of being in the most trusted and respected magazine in the Industry chain.

Surveys say...

33% pass their copy along to another reader; 48% spend up to 30 minutes reading each issue; Readers are very satisfied with the magazine and find it very credible; 41% purchased something they saw advertised and 52% reported visiting advertisers' websites.



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