



african

farmers-journal



**MEDIA KIT
2024**

About Us

African Farmers Journal, is Africa's premier farming magazine which provides news updates and analysis of topical issues affecting large scale farming to smallholder farmers, agripreneurs, investors, community leaders, agric ministries, who believe in the strong role of agriculture in economic development and poverty alleviation. 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.

African Farmers Journal not only offers great industry exposure through its quarterly 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. The magazine is circulated among Government officials in Africa, agri industry, agri research and academics, extension workers, bank and rural institutions. Magazine's objectives are to address African issues and also highlight the problems, policies, trends in agriculture, agribusiness and rural development.





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 magazine is to ensure that the reader can take away some practicable advice and act immediately to implement the solutions for immediate results and benefits. Can you imagine a beer me than when a reader is in this frame of mind to put your solution in front of him or her? The magazine 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 me, 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.

African Farmers Journal... we got it covered

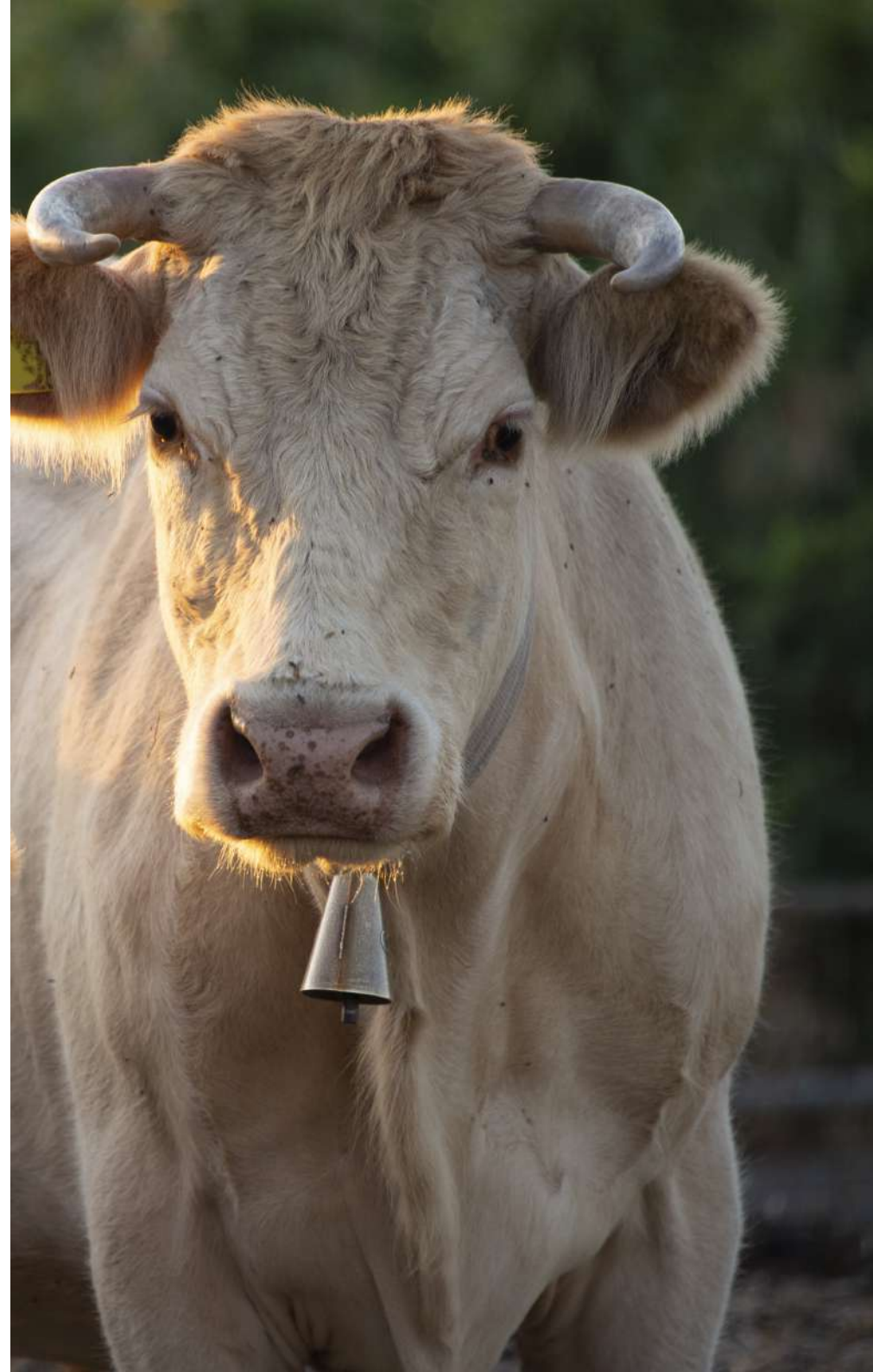
African Farmers Journal is noted for the breadth and depth of its editorial: its geographical base spans accross Africa. A team of regular columnists keeps readers up to Date with the latest farming and agriculture reports and in-depth analysis of key sectors such as agric equipment, material and services in the African region.

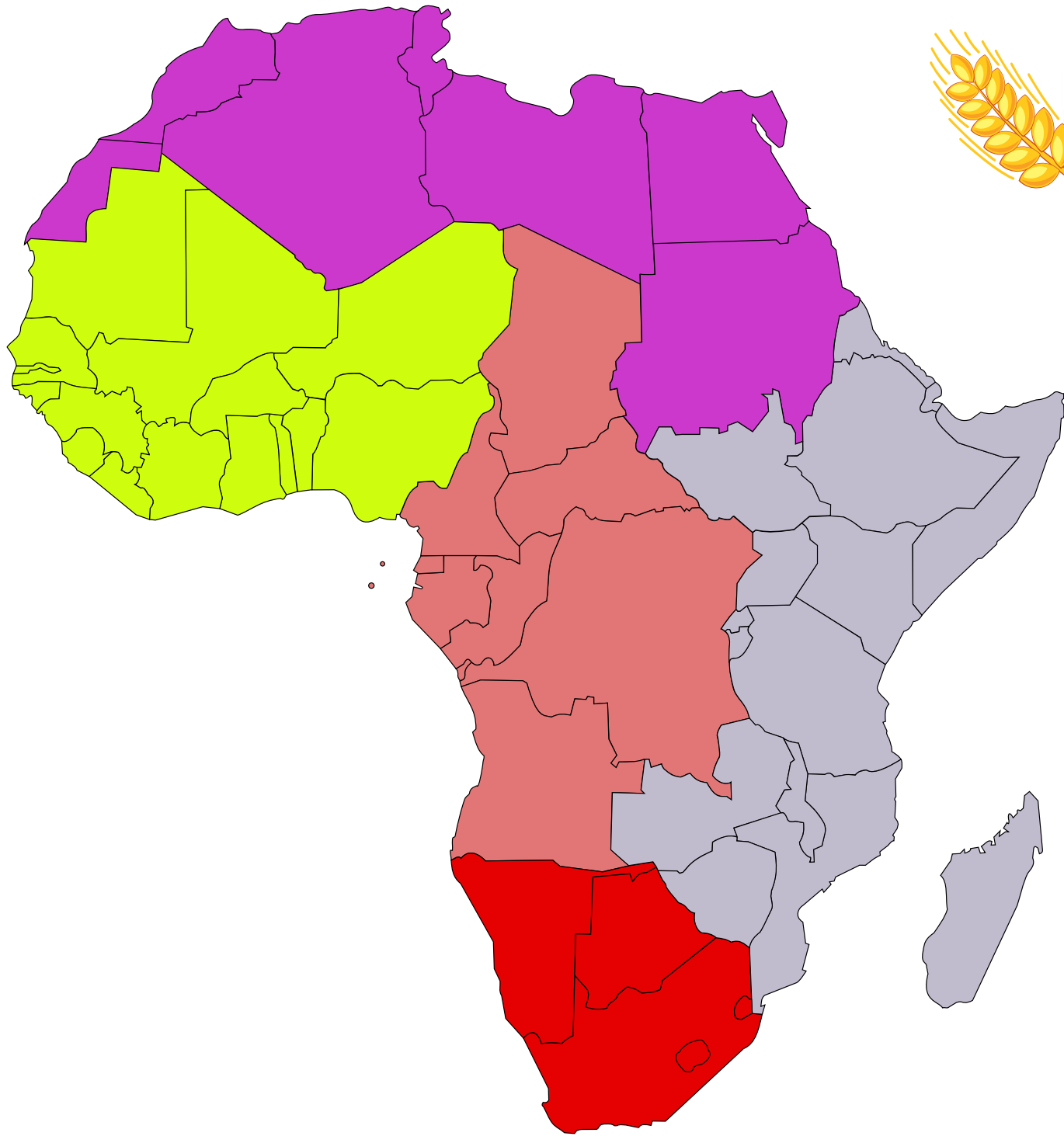
Industry experts analyse trends in the Suppliers of agriculture equipment, materials and service industries and look at their importance to the African agricultural market.

Interviews with leading African Contractors and Entrepreneurs, together with profiles of institutions, organisations and companies, provide valuable insight into agriculture opportunities.

A network of reporters and special Correspondents, Based in nations throughout Africa, covers agricultural developments in specific countries and regions.

Many of our writers have specialist knowledge based on years of experience in, and of, Africa. Many have been associated with agriculture for years and are committed to their areas of expertise and the interests of our readers. Africa Agri Journal editorial brings the best and most appropriate advances in farming and agriculture practices to its audience, and all, are building Africa for the future.





DISTRIBUTION

Southern Africa	25%
East Africa	25%
West Africa	17%
Central Africa	18%
North Africa	15%



CIRCULATION

Africa Agri Journal is distributing over **10 000**

We average **9.3** readers copies of the magazine between subscribers, and partner distribution as well as online downloads, per copy.

Our digital reach is over **21 650** unique visitors per month

Growth In Readership Per Agribiz Sector to Date

Agri-preneurs: **+25%**





Investors: **+10.1%**

Researchers: **+7.9%**

Agri-Tech: **+9%**



PRINT RATE CARD

	Strip Page Full Colour	180 x 50mm	R 6 000 / \$ 350
 or 	Quarter Page Full Colour	180 x 65 mm or 90 x 130 mm	R 8 500 / \$ 450
 or 	Third Page Full Colour	180 x 90 mm or 60 x 260 mm	R 9 500 / \$ 500
 or 	Half Page Full Colour	180 x 130mm or 90 x 260mm	R 12 200 / \$ 650
	Full Page Full Colour	Trim-297 x 210 type area- 285 x 200	R 18 500 / \$1 200
 	Centre Spread Full Colour	Centre Spread Full Colour	R 34 000 / \$ 1 900
	Front Cover	Trim-297 x 210 type area- 285 x 200	R 40 000 / \$ 2 200
	Inside Front Cover	Trim-297 x 210 type area- 285 x 200	R 23 000 / \$ 1 400
	Inside Back Cover	Trim-297 x 210 type area- 285 x 200	R 23 000 / \$ 1 400
	Back Cover	Trim-297 x 210 type area- 285 x 200	R 23 000 / \$ 1 400

Bleed: Allow 5 mm on all sides of trim size for full page or spread adverts

Rates

... Includes Production of Artworks
... Excludes VAT
... Excludes Agency Commissions

Pull out supplement
Available on Request

Publishing Deadlines

· Booking: 2 weeks prior to publishing date
· Artwork: 1 week prior to publishing date

Material Requirements

If we are designing your artwork we require a brief via email or Word document. Images and logos supplied must be 300dpi, CMYK, PDF, JPG. We cannot use images from Word or web sites for print. A proof for approval will be sent by email.

ADVERTISING TERMS AND CONDITIONS

All booking instructions must be made in writing: A signed booking form, Order Authorisation or Copy Instruction will be accepted. All new designs include 2 Revisions thereafter artwork will be charged at our hourly rate. Cancellations will only be accepted in writing, a 40% fee will be applicable for any cancellation. (Publishers) will not be held responsible for slight variations in colour on printed advertisements as a result of the printing process.





ONLINE ADVERT SPECS & RATES COST PER 3 MONTHS

ADVERT	SIZE	ZAR	USD
SUPER BANNER	250 X 1200px	20 100	1 500
LEADERBOARD	792 X 90px	14 500	1 000
WIDE SKYSCRAPER	160 X 600	13 500	960
SQUARE BUTTON	250 X250	7 500	660
LARGE RECTANGLE	336 X 280	14 500	1 000
POP UNDER	1200 X 150	13 500	960





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