

Sunday Times

AGRICULTURE

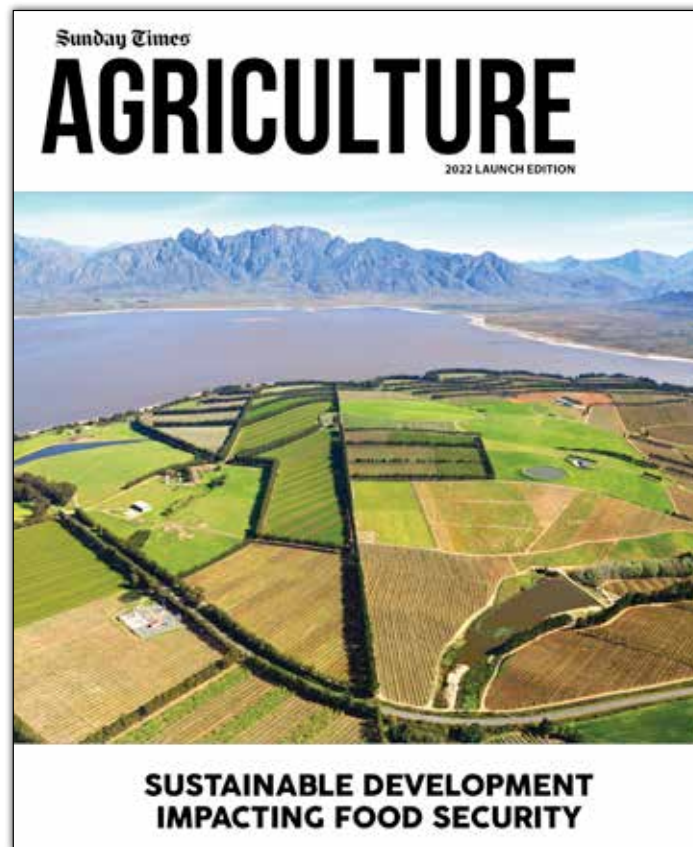
RATE CARD 2022

**PUBLICATION DATE:
24 APRIL 2022**

Sunday Times **Agriculture** is a large-format Publication (in print & digital) covering a wide range of topics including technical advice, animal husbandry, innovation and market developments, as well key developments and core concerns relating to the agriculture and farming industries.

EDITORIAL FOCUS AREAS:

- Sustainable agricultural development
- Market intelligence and innovations in the farming and agricultural sectors
- Product information across the broad spectrum of farming and agricultural activity
- Agriculture and its impact on economic development and household food security
- Food and agro processing
- Innovation and technology
- Organic agriculture
- Agriculture safety and land use
- Soil quality, water quality, climate, and terrain



PRINT RUN AND DISTRIBUTION

TOTAL PRINT RUN **20 000**

COPIES INSERTED INTO SUBSCRIBER COPIES OF THE **SUNDAY TIMES**

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COPIES DISTRIBUTED TO **AGRI SA** MEMBERS

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COPIES DISTRIBUTED TO **AFASA** MEMBERS

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AGRICULTURE MAGAZINE WILL BE DISTRIBUTED AT THE NAMPO EVENT IN MAY 2022.

GRAIN SA'S NAMPO HARVEST DAY IS ONE OF THE LARGEST AGRICULTURAL EXHIBITIONS IN THE SOUTHERN HEMISPHERE

ADDITIONAL DISTRIBUTION

A digital replica will be available for 12 months at businessmediamags.co.za

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timeslive.co.za for 7 days after publication date

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The digital magazine will be distributed by Agri SA to their members

TIMESLIVE STATS

Unique browsers **1 784 707**

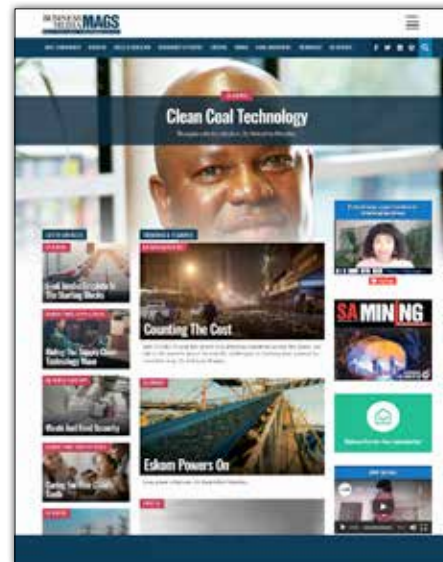
Page views **3 494 592**

Facebook **164 525**

Twitter **508 925**

Instagram **16 454**

Source: Narrative (SA audience data), social media



DISTRIBUTION PARTNERS:



Sunday Times AGRICULTURE

RATE CARD 2022

ADVERTISING RATES

All rates exclude VAT and agency commission.

FULL PAGE	R18 500
DOUBLE PAGE SPREAD	R32 500
INSIDE FRONT COVER DPS	R41 000
OUTSIDE BACK COVER	R26 500
FULL PAGE + COVER	
LOGO (LIMITED)	R26 650
HALF PAGE	R10 250

SPONSORSHIP PACKAGES

PLATINUM SPONSOR:
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+ 200-word bio on sponsors' page + 4 page profile
+ DPS advert

R90 000 EXCL VAT

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+ 4 page profile

R70 000 EXCL VAT

SILVER SPONSOR:
Logo on the front cover
+ 200-word bio on sponsors' page + 2 page profile

R50 000 EXCL VAT

MATERIAL SPECIFICATIONS

	DPS	FCP	1/2 Page Horizontal	1/2 page Vertical
Trim	464 x 297mm	232 x 297mm	225 x 138mm	107mm x 287mm
Bleed	480 x 307mm	245 x 307mm	No bleed	No bleed
Safe type area	430 x 215mm	215 x 277mm	217mm x 130mm	99 x 279mm

All finished advertising material to be supplied as CMYK PDF in PDF/X-1. (This format is standard for magazine web printing.) Resolution must be 300dpi and maximum total ink to be 270%.



FULL PAGE



DPS



HALF PAGE AD



ADVERTORIAL



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