

2017

# GRAAN SA GRAIN

AMPTELIKE GRAAN SA-TYDSKRIF/OFFICIAL GRAIN SA MAGAZINE



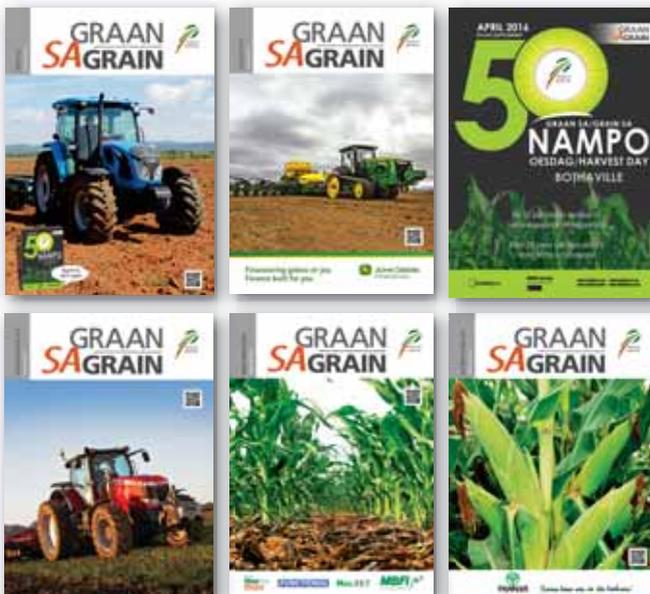
General information  
Advertising rates  
Annual programme



## **SA Graan/Grain** – Official magazine of Grain SA

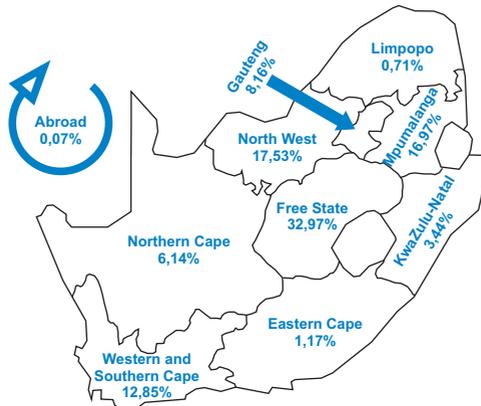
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## 1. Frequency, date of publication and circulation

- SA *Graan/Grain* is published monthly.
- **Date of publication:** We take extra care to ensure that the magazine is posted during the first week of the month. The date is strictly adhered to and simplifies planning in general.
- Circulation is direct and therefore guaranteed.
- Current circulation varies between 17 500 and 18 000. More copies are printed for the March issue (for Grain SA's congress) and for the April issue (with its focus on Grain SA's NAMPO Harvest Day).



- The address list is adapted and updated monthly and is therefore never outdated.
- SA *Graan/Grain's* address list is divided into postal codes and data regarding the number of producers in a specific area and is therefore always available.

## 2. Advertisement load (advertisements vs editorial pages)

- SA *Graan/Grain's* general policy is to limit advertisement load to  $\pm 35\%$ . Full page advertisements are not placed facing each other.

## 3. Bilingual

- SA *Graan/Grain* is bilingual and articles and advertisements are presented in Afrikaans and English.

## 4. Content and layout

- A modern typographic layout style – which emphasises the dynamic character of this agricultural magazine – is used. Legibility and visual focus points are therefore emphasised all the time.
- Our readers respond positively to features like the main article – *Grain SA point of view* on pages 4 and 5, *E-posse aan Grootneef* and *Wiele vir die plaas* that are placed at the back of the magazine.
- SA *Graan/Grain* is divided into specific editorial sections, e.g. Grain SA, the focus of the specific month, on farm level, relevant topics and features.
- Advertisers have the opportunity to present their products and services by means of articles and advertisements to the market.

## 5. Number of pages in the magazine

- The general number of pages varies between 80, 96 and 148 pages per issue.

## 6. Printing process and digital specifications

- *SA Graan/Grain* requires digital material. A grid size of at least 175 lpi is required. Full colour prints of good quality (300 dpi) can be used for full colour reproduction of articles and advertisements. Advertisements should preferably be sent via email.
- *SA Graan/Grain* accepts any of the following formats: TIFF, JPEG and PDF, but prefers PDF.
- Original documents should be converted or exported to any of the above-mentioned formats. Please arrange with the advertising co-ordinator beforehand if the artwork has to be sent to us in the software in which it was created.
- All files should be 300 dpi and in CMYK.
- **Very important!** Closed PDF documents should be print optimised with images at 300 dpi when the document is created. (Remember to convert the fonts to curves/paths.)
- Supply on CD if the file size is bigger than 9 MB.

## 7. New developments

The following themes are attended to currently:

- New era farmers
- Groundnuts and Canola
- Region focuses
- Diversification

### ***SA Graan/Grain* now available electronically**

*SA Graan/Grain* moves with the times and readers don't have to wait until their copy of the magazine arrives via the post. *SA Graan/Grain* is now available as an eBook and can be downloaded from <http://www.grainsa.co.za/sagrain/April2016/>. Please note that this link is only applicable to the April 2016 issue. For other issues the issue's date can be replaced in the example.

## 8. Focus on

- Research has shown that the loose insert, as presented by the media, doesn't have appeal anymore.
- *SA Graan/Grain* therefore presents information regarding a specific subject (e.g. seed) in a specific section of the magazine which is known to readers as "Focus on...". The issues will also be published during a specific season to make information all the more relevant.

### **"Focus on..." year planning**

- **January:** Grain Guide
- **February:** Groundnuts; Canola
- **March:** Seed; Weed control on winter grains; Eastern region focus; ARC cultivar recommendations (winter grains)
- **April:** NAMPO Harvest Day
- **May:** Western region focus; Weapons and hunting
- **June:** Review of NAMPO Harvest Day; Grain (handling, acquisition, storage and logistics)

- **July:** Fertiliser
- **August:** Implements and equipment; Soybeans
- **September:** Integrated pest control
- **October:** Winter grain region focus; Irrigation
- **November:** Outdoor life and travel; ARC cultivar recommendations (summer grains)
- **December:** General

## 9. Reservations and special positions

### Loose inserts

- Loose inserts can be inserted into the magazine. Please discuss this with the advertising co-ordinator. Basic tariff: R15 800 per page plus 25% for the next page.

### Advertisement agencies

- Agency commission is only applicable to acknowledged agencies. The 30 day payment rule is applied though. Agency commission expires after 60 days.

### Direct advertisements

- Direct advertisers can negotiate advertisement rates with the advertising co-ordinator.
- Advertisements can be made up by *SA Graan/Grain* at a minimal tariff.
- Advertisement campaigns can be prepared and presented by the advertising co-ordinator.
- Advertisements should be sent to the advertising co-ordinator via email.

### Front cover

- The outside front cover can be booked as an advertisement. The concept/layout should be presented for approval though.

### Special positions

- A special position can be booked, e.g. the outside back cover, the inside back cover and inside front cover, if available.

## 10. Contact details

### Managing editor: Johan Smit

018 468 2716, 082 553 7806, email: [johan@infoworks.biz](mailto:johan@infoworks.biz)

### Editor: Estie de Villiers

081 236 0534, 083 490 9449, email: [estiedv@mweb.co.za](mailto:estiedv@mweb.co.za)

### Editorial assistant: Elmien Bosch

018 468 2716, email: [elmien@infoworks.biz](mailto:elmien@infoworks.biz)

### Accounts: Grain SA

086 004 7246 – Stien le Roux

### Advertisement reservations and material: Kolbe Media – Cape Town

#### Jurgen van Onselen – Advertising co-ordinator

Tel and fax: 021 976 4482, 082 417 3874

Email: [jurgen@kolbemedial.co.za](mailto:jurgen@kolbemedial.co.za)

### Advertisement reservations and material: Infoworks Media Publishing – Johannesburg

#### Ruth Schultz – Advertising consultant

Tel: 081 480 6413

Cell: 072 855 2450

Email: [ruth@infoworks.biz](mailto:ruth@infoworks.biz)

## 11. Advertisement tariffs

The cost to reach 1 000 (*SA Graan/Grain*) readers is  $R24\ 400,00 \div 18 = R1\ 355,55$ .

- The rate for a full page, full colour advertisement is R24 400,00 plus VAT from January 2017. A sliding scale tariff is applicable for regular advertisers. Tariffs are as per the 2017 rate card.

### Advertisement tariffs

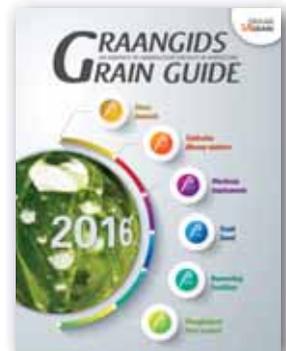
#### 2017 Tariffs

FULL COLOUR	BASIC RATE	INSERTS	
		(4 - 8)	(9 - 12)
Front cover	R46 400	R44 100	R42 000
Double page spread	R46 900	R44 555	R42 350
Full page	R24 400	R23 180	R22 100
Inside front cover, Inside back cover, Back cover	R24 400	-	-
Half page	R13 960	R13 260	R12 650
Third page	R8 315	R7 900	R7 550
Quarter page	R6 855	R6 515	R6 200
Eighth page	R5 000	-	-
<b>BLACK &amp; WHITE</b>			
Full page	R17 750	R16 850	R16 000
Half page	R7 250	R6 885	R6 550
Quarter page	R4 000	R3 800	R3 650
Eighth page	R2 250	-	-

#### Grainguide 2017 – Tariffs

Double page spread	R32 000
Full page	R20 300
Half page	R10 700

- Second colour per full page: **R2 250** per additional colour per advertisement or page
- One spot colour per half or quarter page: **R1 100**
- Loose inserts: **R15 800 + 25%** per second page
- Rates exclude VAT
- Agency commission included



## 12. Technical sizes of advertisements

### Size

	<b>A4</b>	<b>Half hor./A5</b>	<b>Half vert.</b>	<b>Grainguide FP</b>
				
<b>Trim:</b>	297 x 210 mm	148 x 210 mm	297 x 100 mm	200 x 148 mm
<b>Bleed:</b>	303 x 216 mm	154 x 216 mm	303 x 106 mm	206 x 154 mm
<b>Type area:</b>	277 x 190 mm	135 x 190 mm	277 x 90 mm	180 x 118 mm
	<b>Hor. 1/3</b>	<b>Vert. 1/3</b>	<b>1/4 Page</b>	<b>1/8 Page</b>
				
<b>Trim:</b>	97 x 210 mm	297 x 70 mm	148 x 105 mm	74 x 105 mm
<b>Bleed:</b>	103 x 216 mm	303 x 76 mm	154 x 111 mm	80 x 111 mm
<b>Type area:</b>	85 x 190 mm	277 x 60 mm	135 x 95 mm	60 x 90 mm
<b>Screen:</b>	175 lpi			

## 13. Closing date for reservations and delivery of advertisement material

**Reservations or cancellations:** First of the previous month (in writing)

**Material:** Tenth of the previous month

**Do you need more technical information?**

- Contact Ashley Erasmus, graphic designer of *SA Graan/Grain*, at 018 468 2716 or [ashley@infoworks.biz](mailto:ashley@infoworks.biz)

## 14. Research – done by The Survey Workshop during March/April 2013

**14.1 Readers' perceptions of SA Graan/Grain.** The respondents were all 100% commercial grain producers.

- 69% indicated that they read every issue.
- 20% indicated that they read most issues.

**14.1.1 Do you read the whole magazine?**

- 50% of the magazine is read by 42% of producers.

**14.1.2 Why do you read SA Graan/Grain?**

- 13,2% read the magazine for information on agriculture.
- 43,2% read the magazine to obtain general information about grain.

**14.1.3 The readers' perceptions of the magazine's profile:**

- Knowledgeable – 80%
- Modern – 79%
- Scientific – 82%
- Informative – 83%
- Authoritative – 78%

**14.1.4 Readers also indicated at an average of 80% that they liked the following:**

- Page layout
- Legibility
- Relevance
- Monthly focuses

**14.1.5 94% like the current language usage and writing style.****14.1.6 Demography:**

- 88% of the respondents are full time producers.
- 8% are part-time producers.

**14.1.7 Type of farming:**

- Grain with livestock – 51% of respondents.
- Equally divided between grain and livestock – 20%.
- Mainly livestock with grain – 20%.

**14.1.8 Age of SA *Graan/Grain* readers:**

- Older than 50 years – 37%
- 46 - 55 – 31%
- 36 - 45 – 18%
- 26 - 35 – 13%
- 18 - 25 – 1%

99% of readers are Afrikaans. 96% of them are male.

**14.2 Advertisers:**

50 advertisers were contacted and the following information was obtained:

**14.2.1 Legibility:**

- Advertisers who read every issue – 42%
- Who read most issues – 26%
- Who read now and then – 32%

**14.2.2 How is the magazine read by advertisers:**

- 50% of each issue is read by 40% of the advertisers.
- 75% of each issue is read by 22% of the advertisers.

**14.2.3 What advertisers think of the profile of the magazine:**

- Knowledgeable – 82%
- Modern – 74%
- Scientific – 77%
- Informative – 81%
- Authoritative – 80%

#### 14.2.4 Advertisers' – % evaluation of the following aspects of SA Graan/Grain:

- Page layout – 81%
- Legibility – 85%
- Relevance – 82%
- Impact of focuses – 77%

This is an excellent evaluation by advertisers. It is indicative of the general approval of the input suppliers. 47% of the respondents indicated that they reach 47% of their target market.

## 15. Estimated livestock numbers per province

### Number of livestock per province – November 2013

LIVE-STOCK	WESTERN CAPE	NORTHERN CAPE	FREE STATE	EASTERN CAPE	KWAZULU-NATAL
Goats	225 300,00	513 955,00	237 553,00	2 292 306,00	823 317,00
Pigs	173 426,00	26 592,00	126 161,00	95 411,00	154 183,00
Sheep	2 768 044,00	5 983 536,00	4 872 474,00	7 156 560,00	751 933,00
Cattle	561 509,00	498 733,00	2 283 810,00	3 289 202,00	2 752 856,00
Total	3 728 279,00	7 022 816,00	7 519 998,00	12 833 479,00	4 482 289,00
%	<b>8,15%</b>	<b>15,34%</b>	<b>16,43%</b>	<b>28,04%</b>	<b>9,79%</b>

### Number of livestock per province – November 2013

LIVE-STOCK	MPUMALANGA	LIMPOPO	GAUTENG	NORTH WEST PROVINCE	RSA TOTAL
Goats	90 229,00	1 125 454,00	41 462,00	689 914,00	<b>6 039 490,00</b>
Pigs	124 272,00	369 153,00	177 763,00	319 694,00	<b>1 566 655,00</b>
Sheep	1 775 599,00	258 149,00	98 283,00	667 993,00	<b>24 332 571,00</b>
Cattle	1 429 529,00	1 061 997,00	257 603,00	1 696 693,00	<b>13 831 932,00</b>
Total	3 419 629,00	2 814 753,00	575 111,00	3 374 294,00	<b>45 770 648,00</b>
%	<b>7,47%</b>	<b>6,15%</b>	<b>1,26%</b>	<b>7,37%</b>	<b>100,00%</b>

## 16. Input industries – grain industry percentage of total

### Seed industry – 2015

- Seed: Total – R5,762 billion
- Seed: Grain industry – R4,322 billion (75% of total)

### Fertiliser industry – 2015

- Fertiliser: Total – R12,196 billion
- Fertiliser: Grain industry – R6,952 billion

### Chemicals – 2009

- Chemicals: Total – R1,8 billion
- Chemicals: Grain industry – ±R0,910 billion



## Fuel – 2012

- Total: Diesel agriculture – value – R 9 969 172 248 – R9,9 billion
- Fuel: Grain industry – value – 3 219 406 142 – R3,2 billion

## Machinery – 2013

- Total: Market value for 2015 – R8 billion
- Machinery: Grain industry – more or less 70% – R5,95 billion

## 17. Provincial division of grain cultivation for the past ten years, as reported by the National Harvesting Committee

	MAIZE (HA)	SUNFLOWERS (HA)	SOYBEANS (HA)	SORGHUM (HA)	GROUNDNUTS (HA)	DRY BEANS (HA)	WHEAT (HA)	TOTAL (HA)	%
Western Cape	3 438	200	160	-	-	195	299 900	303 893	7,12%
Northern Cape	51 012	540	1 730	3	7 430	533	41 400	102 647	2,41%
Free State	1 082 100	251 000	144 800	39 600	20 230	18 500	188 850	1 745 080	40,91%
Eastern Cape	16 420	195	960	-	-	282	4 170	22 027	0,52%
Kwazulu-Natal	85 100	-	30 200	482	90	3 970	6 840	126 682	2,97%
Mpumalanga	476 600	10 060	172 700	13 850	80	9 955	6 170	689 415	16,16%
Limpopo	49 300	79 900	19 000	10 650	2 290	5 060	22 300	188 500	4,42%
Gauteng	111 550	4 740	15 510	795	20	2 990	1 422	137 027	3,21%
North West Province	692 500	191 100	16 350	5 240	18 630	4 900	21 500	950 220	22,28%
<b>TOTAL</b>	<b>2 568 020</b>	<b>537 735</b>	<b>401 410</b>	<b>70 620</b>	<b>48 770</b>	<b>46 385</b>	<b>592 552</b>	<b>4 265 491</b>	<b>100,00%</b>

## 18. General conditions

- SA Graan/Grain reserves the right to publish advertisements or to cancel advertising instructions at discretion.
- Advertisement positions on specific pages cannot always be guaranteed.
- Accounts should be settled monthly. Strict 30 days. With payments settled later than 60 days no agency commission will be paid.
- Interest on outstanding accounts: 2% after 60 days.
- All material is subject to approval by the publishers.
- Mutual notice on or before the first of the previous month is required for the cancellation of advertisements.
- Written instructions (CI's) are a prerequisite for advertisement bookings.
- Editorial space with advertisements cannot be guaranteed.
- Advertisers are to supply all material on or before due dates.