

2018

GRAAN SA GRAIN

AMPTELIKE GRAAN SA-TYDSKRIF/OFFICIAL GRAIN SA MAGAZINE



General information
Advertising tariffs
Annual programme



SA Graan/Grain – Official magazine of Grain SA

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5. Number of pages in the magazine

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

6. New developments

The following themes are attended to currently:

- New era farmers
- The animal factor
- 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/April2017/>. Please note that this link is only applicable to the April 2017 issue. For other issues the issue's date can be replaced in the example.

7. 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 for 2018	
January	Grain Guide
February	Groundnuts; Canola
March	Seed; Weed control on winter grains; Eastern regional focus; ARC cultivar recommendations supplement (winter grains)
April	NAMPO Harvest Day
May	Western regional focus; Weapons and hunting; Focus on money matters and financial services
June	Review of NAMPO Harvest Day; Grain (handling, procurement, storage and logistics)
July	Fertiliser
August	Implements and equipment; Soybeans
September	Integrated pest control
October	Winter grain regional focus; Irrigation
November	Outdoor life and travel; ARC cultivar recommendations supplement (summer grains)
December	General

8. Reservations and special positions

Loose inserts

- Loose inserts can be inserted into the magazine. You are welcome to discuss this with the advertisement co-ordinator. Basic rate: R11 538 for A4 page printed both sides. Please contact us for a quotation in case of more than one 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.

9. Printing process and digital specifications

- *SA Graan/Grain* requires digital material. 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.

10. Contact details

Managing editor: Johan Smit

018 468 2716, 082 553 7806, email: johan@infoworks.biz

Editor: Estie de Villiers

081 236 0534, 083 490 9449, email: estie@infoworks.biz

Editorial assistant: Elmien Bosch

018 468 2716, email: elmien@infoworks.biz

Accounts: Grain SA

086 004 7246 – Stien le Roux, email: stien@grainsa.co.za

Advertisement reservations and material: Kolbe Media

Jurgen van Onselen – Advertising co-ordinator

021 976 4482, 082 417 3874, email: jurgen@kolbemediaco.za

Advertisement bookings and material: Ruth Schultz (Infoworks)

081 480 6413, 072 855 2450, email: ruth@infoworks.biz

11. Advertisement tariffs

The cost to reach 1 000 (*SA Graan/Grain*) readers is **R25 650,00 ÷ 18 = R1 425,00**.

- The rate for a full page, full colour advertisement is R25 650,00 plus VAT from January 2018. A sliding scale tariff is applicable for regular advertisers. Tariffs are as per the 2018 tariff card.

Advertisement tariffs

2018 Tariffs			
FULL COLOUR	BASIC RATE	PLACEMENTS	
		(4 - 8)	(9 - 12)
Front cover	R48 750	R46 300	R44 100
Double page spread	R49 245	R46 780	R44 470
Full page	R25 650	R24 350	R23 210
Inside front cover, Inside back cover, Back cover	R25 650	-	-
Half page	R14 660	R13 925	R13 285
Third page	R8 730	R8 295	R7 930
Quarter page	R7 200	R6 845	R6 510
Eighth page	R5 250	-	-
BLACK AND WHITE	BASIC RATE	PLACEMENTS	
		(4 - 8)	(9 - 12)
Full page	R18 640	R17 695	R16 800
Half page	R9 600	R9 120	R8 660
Quarter page	R4 800	R4 560	R4 330
Eighth page	R2 400	-	-

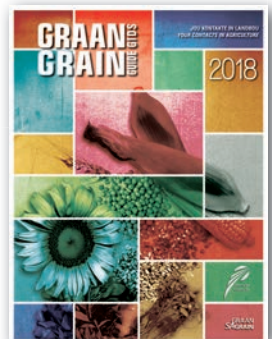
Grain Guide 2018 – Tariffs

Double page spread	R33 600
Full page	R21 315
Half page	R11 235

- Second colour per full page: **R2 365** per additional colour per advertisement or page
- One spot colour per half or quarter page: **R1 155**
- Rates exclude VAT
- Agency commission included









Loose inserts

- **Loose inserts: R11 538** for A4 page printed on both sides.
- For more than one page contact us for a quotation.
- Loose inserts should preferably only include company information. Extensive publications should be presented for consideration.



12. Technical sizes of advertisements

Size

	A4	Half hor./A5	Half vert.	Hor. Third page	Vert. Third page	Quarter page	Eighth page	Grain Guide Full page
								
Trim:	297 x 210 mm	148 x 210 mm	297 x 100 mm	97 x 210 mm	297 x 70 mm	148 x 105 mm	74 x 105 mm	200 x 148 mm
Bleed:	303 x 216 mm	154 x 216 mm	303 x 106 mm	103 x 216 mm	303 x 76 mm	154 x 111 mm	80 x 111 mm	206 x 154 mm
Type area:	277 x 190 mm	135 x 190 mm	277 x 90 mm	85 x 190 mm	277 x 60 mm	135 x 95 mm	60 x 90 mm	180 x 118 mm

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 Nadine Stork, graphic designer of SA *Graan/Grain*, at 018 468 2716 or nadine@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
%	8,15%	15,34%	16,43%	28,04%	9,79%

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	6 039 490,00
Pigs	124 272,00	369 153,00	177 763,00	319 694,00	1 566 655,00
Sheep	1 775 599,00	258 149,00	98 283,00	667 993,00	24 332 571,00
Cattle	1 429 529,00	1 061 997,00	257 603,00	1 696 693,00	13 831 932,00
Total	3 419 629,00	2 814 753,00	575 111,00	3 374 294,00	45 770 648,00
%	7,47%	6,15%	1,26%	7,37%	100,00%

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 – R9 969 172 248 – R9,9 billion
- Fuel: Grain industry – value – R3 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%
TOTAL	2 568 020	537 735	401 410	70 620	48 770	46 385	592 552	4 265 491	100,00%

18. General conditions

- SA *Graan/Grain* reserves the right, at own discretion, not to publish an advertisement or insert or to cancel advertisement orders or inserts.
- Advertisement positions on specific pages cannot always be guaranteed.
- Accounts should be settled monthly. Strictly 30 days. With payments settled later than 60 days no agency commission will be paid.
- In the event where an advertiser or agency's outstanding account exceeds 60 days, no new placement bookings will be accepted.
- 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.
- The arrangements for payment per placement order for international bookings and payments are agreed upon and set out on the placement order.