

SA Graan Grain



2020



General information | Advertising tariffs | Annual programme

SA Graan/Grain – Official magazine of Grain SA

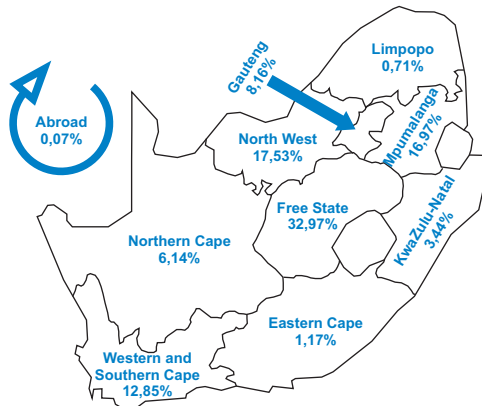
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1. Frequency, date of publication and circulation

- » 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 18 000 and 18 500. 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- » The address list is adapted and updated monthly and is therefore never outdated.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, Pêrels vir die vrou* 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. New developments

The following themes are attended to currently:

- » NAMPO Cape
- » Grain value chain
- » Farm security

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 sagrainmag.co.za/magazine. Please note that this link is only applicable to the October 2019 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 2020

January	Grain Guide
February	Groundnuts; Canola
March	Seed; Weed control on winter grains; Cultivar supplement (winter grains)
April	NAMPO Harvest Day
May	Money matters and financial services; Weapons and hunting
June	Review on NAMPO Harvest Day; Grain value chain; Universities
July	Fertiliser; Lime
August	Implements and equipment; NAMPO Cape
September	Integrated pest control; Soybeans and Sorghum
October	Irrigation; Farm security
November	Cultivar supplement (summer grains); Cover crops
December	Outdoors and travel

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: R14 560 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

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Ruth Schultz

Advertising consultant

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11. Advertisement tariffs

The cost to reach 1 000 (SA *Graan/Grain*) readers is R27 600 / 18 = R1 533,33.

- » The rate for a full page, full colour advertisement is R27 600 plus VAT from January 2020. A sliding scale tariff is applicable for regular advertisers. Tariffs are as per the 2020 tariff card.

SA *Graan/Grain* is affiliated at the
Audit Bureau of Circulations (ABC)



Advertisement tariffs

2020 Rates

FULL COLOUR	2020 RATE
Front cover	R52 475
Double page spread	R53 000
Full page	R27 600
Inside front cover, Inside back cover, Back cover (Discount rates don't apply)	R27 600
Half page	R15 750
Third page	R9 400
Quarter page	R7 750
Eighth page	R5 650
BLACK AND WHITE*	2020 RATE
Full page	R20 100
Half page	R10 300
Quarter page	R5 150
Eighth page	R2 550

* Second colour per full page: **R2 590** per additional colour per advertisement or page

Grain Guide 2020 – Rates

Double page spread	R36 150
Full page	R22 950
Half page	R12 100

- » Series bookings and packages can be negotiated
- » Rates exclude VAT
- » Agency commission included












Loose inserts

- » Loose inserts: **R13 770** 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.
- » Full publications should be submitted for consideration.

12. Technical sizes of advertisements

Size

	Full page	Half hor./A5	Half vert.	Hor. Third page	Vert. Third page
					
Trim:	285 x 210 mm	134 x 210 mm	285 x 103 mm	85 x 210 mm	285 x 68 mm
Bleed:	288 x 216 mm	134 x 216 mm	288 x 106 mm	85 x 216 mm	288 x 71 mm
Type area:	265 x 190 mm	122 x 190 mm	274 x 91 mm	77 x 190 mm	274 x 58 mm
	Quarter page	Eighth page	Back page	Grain Guide Full page	
					
Trim:	135 x 95 mm	74 x 105 mm	297 mm x 210 mm	200 x 148 mm	
Bleed:	Geen	74 x 111 mm	303 mm x 216 mm	206 x 154 mm	
Type area:	124 x 87 mm	60 x 90 mm	277 mm x 190 mm	180 x 118 mm	

13. Closing date for reservations and delivery of advertisement material

Reservations: First of the previous month (in writing)

Material: Tenth of the previous month

Cancellations: 45 days before the deadline for bookings for the applicable month

» 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.
- » 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.