

2024

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



Advertisement Rates

2024 Rates

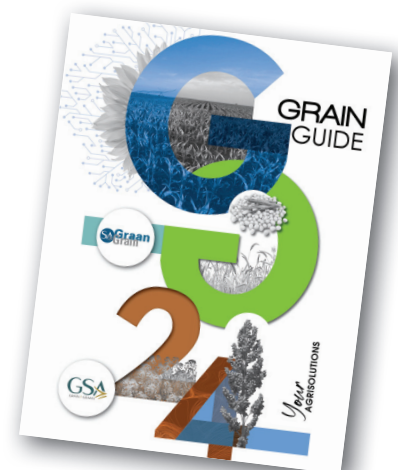
FULL COLOUR	2024 RATE
Front cover	R58 175
Double page spread	R58 775
Full page	R30 600
Inside front cover, Inside back cover, Back cover (Discount rates don't apply)	R30 600
Half page	R17 475
Third page	R10 425
Quarter page	R8 600
Eighth page	R6 275
BLACK AND WHITE*	2024 RATE
Full page	R22 300
Half page	R11 425
Quarter page	R5 725
Eighth page	R2 850

* Second colour per full page: **R3 000** per additional colour per advertisement or page

Grain Guide 2024 – Rates

Double page spread	R40 475
Full page	R25 700
Half page	R13 550

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



Loose inserts

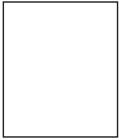







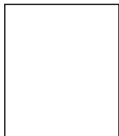
- » Loose inserts: Price available on request.
- » Loose inserts should preferably only include company information. The final content will be subject to approval.
- » Full publications should be submitted for consideration.

'Focus on...' year planning for 2024

February	Groundnuts and canola
March	Seed; Weed control on winter grains; Cultivar supplement winter grains (loose insert)
April	NAMPO Harvest Day (separate publication)
May	Money matters and financial services
June	Review on NAMPO Harvest Day; Integrated farming ; Tertiary institutions
July	Fertiliser; Lime
August	Implements and equipment; NAMPO Cape (loose insert)
September	Integrated pest control; Soybeans; Sorghum; NAMPO Alfa (loose insert)
October	Irrigation; Cultivar supplement summer grains (loose insert); Social responsibility
November	Cover crops; Grain Producer Awards; Review on NAMPO Cape
December/ January	Grain Guide (separate publication); Winter grains (wheat, canola, barley, oats and lupins); Grow for gold; Review on NAMPO Alfa

Technical

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 vert.	Quarter page hor.	Eighth page	Back page	
					
Trim:	135 x 95 mm	63 x 210 mm	74 x 105 mm	297 mm x 210 mm	
Bleed:	Geen	63 x 216 mm	74 x 111 mm	303 mm x 216 mm	
Type area:	124 x 87 mm	54 x 197 mm	60 x 90 mm	277 mm x 190 mm	

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Closing date for reservations and delivery of advertisement material

Bookings: 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

Do you need more technical information?

» Contact Marisa van Heerden, graphic designer of *SA Graan/Grain*, at 018 468 2716 or marisa@infoworks.biz

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.
- » Editorial space with advertisements cannot be guaranteed.
- » Advertisers are to supply all material on or before due dates.
- » All advertisement material and articles are subject to approval by the publishers.
- » Written copy instructions (CI's) are a prerequisite for advertisement bookings.
- » Accounts are strictly payable within 30 days of invoicing. No agency commission will be paid on payments that are settled later than 60 days.
- » In the event where an advertiser or agency's outstanding account exceeds 60 days, no new bookings will be accepted until the account is settled in full.
- » Interest on outstanding accounts: 2% after 60 days.
- » The arrangements for payment per placement order for international bookings and payments are agreed upon and set out on the placement order.