

2023

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



Advertisement Rates

2023 Rates

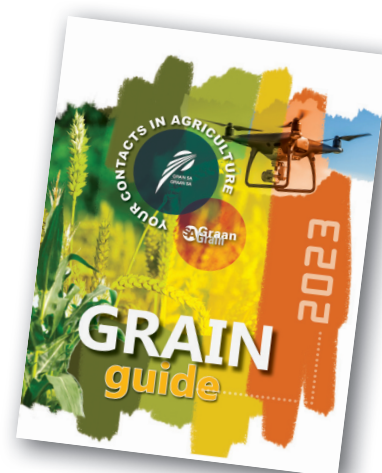
FULL COLOUR	2023 RATE
Front cover	R56 750
Double page spread	R57 325
Full page	R29 850
Inside front cover, Inside back cover, Back cover (Discount rates don't apply)	R29 850
Half page	R17 030
Third page	R10 170
Quarter page	R8 380
Strip advert	R7 380
Eighth page	R6 115
BLACK AND WHITE*	2023 RATE
Full page	R21 740
Half page	R11 140
Quarter page	R5 570
Eighth page	R2 760

* Second colour per full page: **R2 830** per additional colour per advertisement or page

Grain Guide 2023 – Rates

Double page spread	R39 470
Full page	R25 060
Half page	R13 210

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



Loose inserts










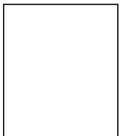
- » Loose inserts: Price available on request.
- » Loose inserts should preferably only include company information. The final content will be subject to approval.
- » Full publications should be submitted for consideration.

'Focus on...' year planning for 2023

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); Review on NAMPO Cape; Social responsibility
November	Cover crops; Grain Producer Awards
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.	Strip	Eighth page	Back page
					
Trim:	135 x 95 mm	63 x 210 mm	59 x 210 mm	74 x 105 mm	297 mm x 210 mm
Bleed:	Geen	63 x 216 mm	65 x 216 mm	74 x 111 mm	303 mm x 216 mm
Type area:	124 x 87 mm	54 x 197 mm	47 x 195 mm	60 x 90 mm	277 mm x 190 mm

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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

Do you need more technical information?

» Contact Marisa Fourie, 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.