



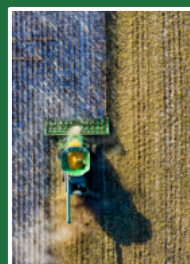
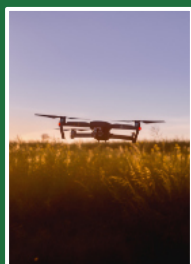
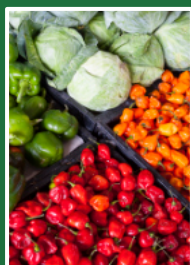
Sub-Sahara
Farmers Journal

MEDIA KIT 2021

LET US DELIVER VALUE

SUB-SAHARA FARMERS JOURNAL (SSFJ) is a prominent quarterly publication that has become a marketplace, communication hub and news source for advancing the agriculture and food business in Sub-Saharan Africa. SSFJ focuses on agriculture and supply chain companies, equipment, irrigation, poultry, machinery, material handling, animal husbandry, inputs, emerging markets and technologies. The magazine serves an advanced and inventive resource for manufactures, exporters, traders and distributors to market their products and provides an easy access for local and international companies to reach their prospective buyers and distributors. Our site brings business executives up-to-date with the latest news, information and trends from across the agriculture industry in Africa and emerging markets, sending out daily and weekly newsletters. You will never miss a story that is affecting your business.

SSFJ team of qualified staff and informed editors understands the challenges of keeping adjusted to the volatile, uncertainty, complexity and ambiguous (VUCA) business environment and the world in which the mining businesses operate in, therefore we pride ourselves on ensuring that the information we publish across all our journals is relevant and credible.



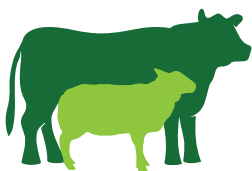
Readership

AVERAGE CIRCULATION
48 450



Agriculture Organisations

22%



Farmers

47%



Governments

7%



Finance Houses

15%

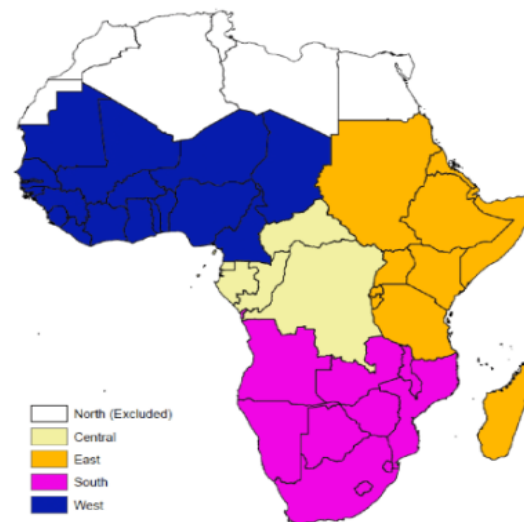


Academia

9%

Circulation

AVERAGE PRINT RUN
17 500



Southern Africa	27%
East Africa	29 %
West Africa	24%
Central Africa	20%

If you have the product or service made for the agriculture sector, the Sub-Sahara Farmers Journal will help you reach thousands/millions of prospective clients directly. It's called targeted, direct distribution and it's the best way to ensure that your marketing message is reaching its intended audience. SSFJ reaches the heart of Africa, and takes your message to the key people - people with buying and decision-making power.

With a print run of 14,500 copies per issue, our magazine reaches an audience of over 52 000 influential authorities and key decision makers through a variety of channels, including an interactive website and print distribution at all major agriculture and food exhibitions, trade shows and conferences in Africa, the magazine is given out for free at these events.

The Sub-Sahara Farmers Journal is distributed to professionals who are involved in the agriculture industry and international business around the world. These professionals are always looking for new ideas, products and services.



“My grandfather used to say that once in your life you need a doctor, a lawyer, a policeman, and a preacher, but every date---three times a day, you need a farmer”

#BrendaSchoepp



Feature Schedule

January-March Issue

Irrigation and water management, Pumps And Valves, Material Handling, Fertilizers And Soil Conditioners, Animal Feed Additives, Corn And Sunflowers Headers, Water Purification And Management, Inputs & Implements, Water Conditioners, Animal Tagging & Identification, Horticultural Equipment And Services, Seeds, Racking And Shelving, Fans And Ventilation, Agriculture Buildings, Tools, Seed Treatment, Seed Processing, Water Tanks, Organic Fertilizers, Tillage Equipment, Agriculture Boots, Storage Bags, Feed Equipment, Animal Genetics, Agriculture Equipment, Loaders

Material Deadline: 22/January/21

April-June Issue

Earth Moving Equipment, Fertilizers And Soil Conditioners, Poultry Equipment, Tractors, Forklifts, Inputs & Implements, Animal Feeds And Supplement, Farm Safety Systems, Grain Equipment, Food Equipment, Environmental Consulting Services, Submersible Pumps, Conveyor Belts, Tillage Equipment, Agriculture Trailers, Agriculture Films, Pallets, Animal Equipment, Bale Netting / Wrapping, Tyres, Poultry Buildings, Dam Liners, Agriculture Machinery, Poultry Feeds And Additives, Axles, Rims And Wheels

Material Deadline: 23/ April/21

July-September issue

Irrigation And Water Management, Pumps And Valves, Animal Feed Additives, Water Purification And Management, Dairy And Milking Equipment, Farm Safety Systems, Agrochemicals, Water Conditioners, Animal Tagging & Identification, Seeds, Racking And Shelving, Fans And Ventilation, Agriculture Buildings, Tools, Farm Fence, Water Tanks, Animal Equipment, Pesticides, Agriculture Boots, Poultry Crates, Storage Bags, Feed Equipment, Farm Equipment, Rims And Wheels, Loaders, Bale Equipment, Lubricants

Material Deadline: 24 / June /21

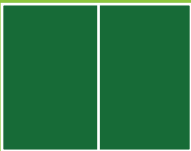




October-December Issue

Material Handling And Storage, Fertilisers And Soil Conditioners, Poultry Equipment, Corn And Sunflowers Headers, Tractors, Forklifts, Grain Handling And Storage, Grain Equipment, Animal Feeds And Supplement, Submersible Pumps Agrochemicals, Food Equipment, Agriculture Machinery, Environmental Consulting Services, Seed Treatment, Seed Processing, Conveyor Belts, Farm Fence, Organic Fertilizers, Pallets, Agriculture Films, Bale Netting / Wrapping, Tyres, Poultry Buildings, Dam Liners, Animal Genetics, Poultry Feeds And Additives Axles, Loaders, Lubricants

Material Deadline: 25/ October /21



2021 Advertising Rates

	Double Page	Full Page	Half Page	1/3 Page	Quarter Page
					
	Trim 425x297mm Bleed 10mm Gutter 15mm Type Area 180 x 267mm	Trim 210 x 297mm Bleed 10mm Type Area 180 x 267mm	Horizontal: 185 x 135 mm or Vertical: 91 x 273 mm Bleed 10 mm	Advert size 185 x 90 mm Advert size 65 x 273 mm	Advert size 91 x 135 mm
1 Edition	R 27 000 US\$ 2 200	R 18 200 US\$ 1 250	R 12 400 US \$820	R 7 800 US\$ 650	R 6 200 US\$ 450
2 editions	R 22 600 US\$ 1 780	R 14 800 US\$ 950	R 9 900 US\$ 670	R 6 250 US\$ 520	R 4 900 US\$ 360
3-4 editions	R 20 000 US\$ 1 650	R 13 600 US\$ 880	R 9 300 US\$ 610	R 5 850 US\$ 480	R 4 650 US\$ 330

Prime positions / Special Packages

- Front Page (Magazine Face) – US\$ 2 000 / R 28 000
- Full Page advert
- Full page Editorial
- Three months web banner
- Three months video
- Full Page advert US\$ 1 400 / R 18 500
- Full page Editorial
- Three months web banner
- Three months video
- Front Inside Page– US\$ 1 600 / R 22 400
- Full page Editorial
- Three months web banner
- Three months video
- Back outside Cover – US\$ 1 500 / R 20 200
- Full page Editorial
- Three months web banner
- Three months video



MATERIAL REQUIREMENTS:

High resolution files in PDF, JPG or TIF format must be supplied and the resolution should be no lower than 300dpi. All graphics should be CMYK.

FREE ADVERT DESIGN IS AVAILABLE:

Requirements: High resolution logo, high resolution images and contact information in editable Word format.

NB: The price is quoted at the most current exchange rate and does not include VAT and does not include agents commission.

E-Newsletter 2020 Stats



**OPEN
RATES 69%**
AVERAGE

48 450
DATABASE NUMBERS



.50% CTR
AVERAGE
ADVERTISING

E-NEWSLETTER

Sent every fortnight on Fridays to databases of our print and digital magazine subscribers plus anyone who has registered online. The e-newsletters contain latest industry news, articles from recent magazines and occasionally extra content such as videos or podcasts.

LEADERBOARDOR Square POSITIONS

Choose the Leaderboard or Box and your brand/product messaging will be included in all e-newsletters sent in the calendar month.

Price: \$1490/month/position.

SPONSORED CONTENT POSITIONS

Available to purchase on an per email basis - pick any week of the month to suit your business marketing needs or a specific product launch. Limited to one sponsored content message per email.

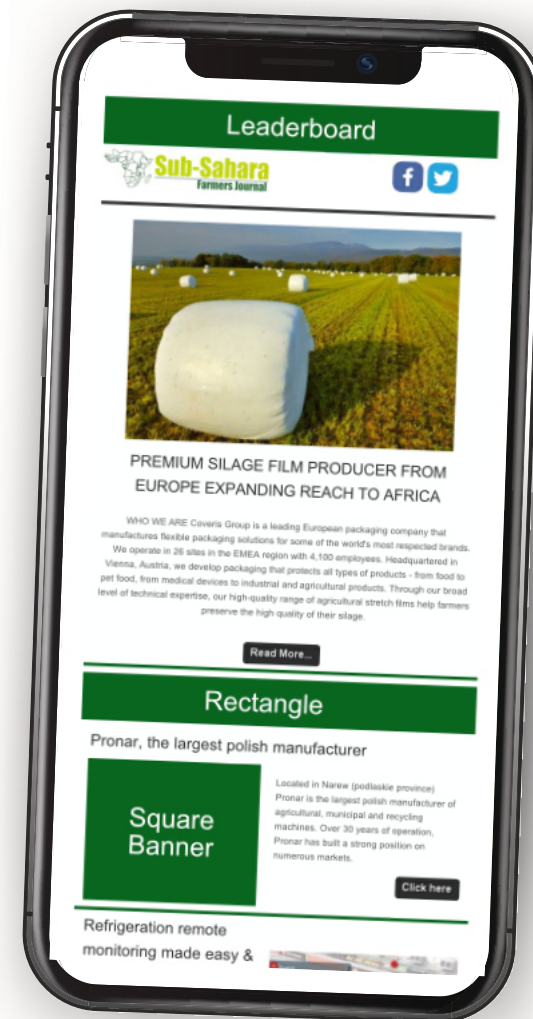
Price per insertion \$875

- All positions are subject to availability. Booking deadline is the Wednesday of the fortnight prior. Material deadline is the Thursday of the Fortnight prior. All rates include full colour, are not commission-bearing and exclude VAT.

MATERIAL FORMATTING

Specs:

- Banner: 760px x 120px
- Rectangle: 800px x 150
- Box: 300px x 300px
- Sponsored Content: Maximum 800px wide plus 150 words
- JPEG or GIF image or PNG format only
- No larger than 5mb
- Note: Not all email providers support .gif animations or video therefore ensure all important messaging appears on the first frame.



**Talk to your partnership manager
for advertising opportunities in our
e-Newsletters.**

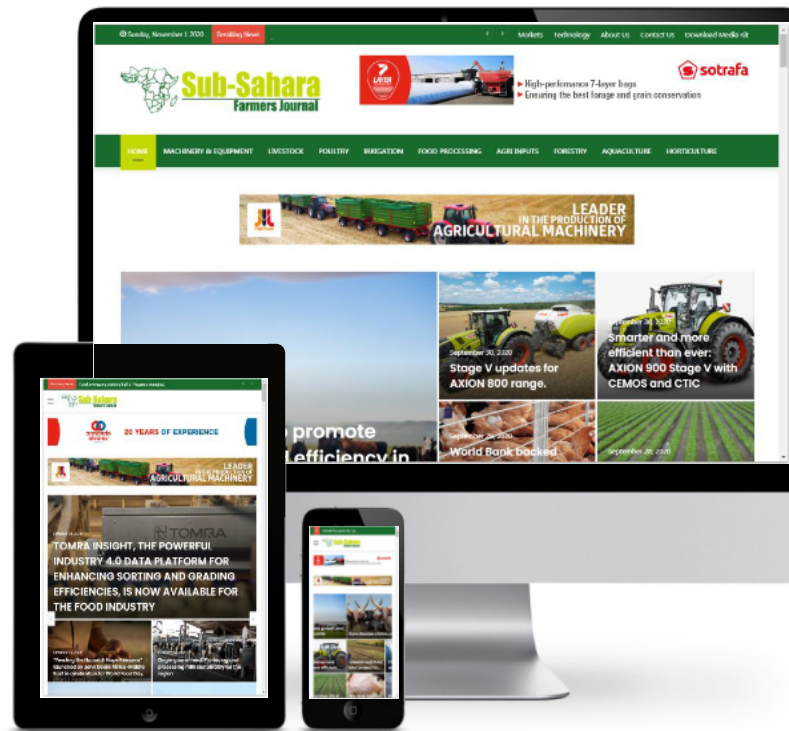
Supply material to:
advertising@subsaharafarming.com

OUR ONLINE RATES

All Rates Exclude Vat and Agency Commission.

TECHNICAL SPECIFICATIONS

Accepted Formats: GIF and JPEG, Animated, Flash Max
File Size 1Mb Max 15 seconds animation or 3 loops 18
frames per second



**Build your
company
brand and expose
yourself to a growing
global audience. A cost
effective way of
advertising an
authoritative
information
exchange**

Banner Size	Units in Pixels	3 months	6 months	9 months	12 months
Leaderboard	728 x 90	US\$ 680 / R 7 500	US\$ 1 000 / R 12 600	US\$ 1 630 / R 18 000	US\$ 2 000 / R 22 500
Large Rectangle	336 x 280	US\$ 610 / R 6 800	US\$ 950 / R 11 560	US\$ 1 460 / R 16 300	US\$ 1 830 / R 20 400
Square Banner	125 x 125	US\$ 550 / R 6 200	US\$ 920 / R 10 400	US\$ 1 320 / R 14 880	US\$ 1 650 / R 18 700
Wide Skyscraper	160 x 600	US\$ 660 / R 7 200	US\$ 1 140 / R 12 200	US\$ 1 580 / R 17 280	US\$ 1 980 / R 21 600
Square Button	250 x 250	US\$ 250 / R 3 800	US\$ 420 / R 6 400	US\$ 600 / R 9 100	US\$ 750 / R 11 400
Pop-under	720 x 300	US\$ 910 / R 10 500	US\$ 1 540 / R 17 800	US\$ 2 180 / R 25 200	US\$ 2 730 / R 31 500

Contact Details:

info@subsaharafarming.com
advertising@subsaharafarming.com

Cell: +27 61 656 7791 / +27 60 408 2917

Address:
6976 Senegal Crescent
Northriding
2188,
Gauteng,
South Africa
www.subsaharafarming.com