

# AGRI CONNECT 2011 MEDIA GUIDE

BOOK NOW FOR 2011 AT 2010 TARIFFS. BOOK BEFORE 1 NOVEMBER 2010  
FOR DETAILED INFORMATION – PLEASE CONTACT THE RELEVANT ADVERTISING CONSULTANT.

## PUBLICATION SPECIFICATIONS

The Dairy Mail		Ubisi Mail		The Dairymail Desk Calendar		Radio: RSG Landbou	
Advertising	Brenda Boy +27 (0)12 843 5717 +27 (0)82 489 9722 brenda@agricconnect.co.za	Advertising	Brenda Boy +27 (0)12 843 5717 +27 (0)82 489 9722 brenda@agricconnect.co.za	Advertising	Brenda Boy +27 (0)12 843 5717 +27 (0)82 489 9722 brenda@agricconnect.co.za	Advertising	Lizandré van Rooyen +27 (0)12 843 5704 +27 (0)72 601 7155 lizandre@agricconnect.co.za
Editorial	Karin Espag +27 (0)12 843 5693 karin@agricconnect.co.za	Editorial	Fidelis Zvomuya +27 (0)12 843 5712 fidelis@agricconnect.co.za	Focus	Offers advertisers a further opportunity to reach new clients while offering end-users an aesthetically pleasing calendar	Editorial contributions	Gerrit Bezuidenhout +27 (0)12 843 5714 gerrit@agricconnect.co.za
Focus	The only magazine aimed specifically at the dairy industry of South Africa	Focus	The little magazine with big ideas for farm workers & engineering farmers	Format	A5 desk calendar	Focus	RSG Landbou is a radio programme aimed at the agricultural industry. Listeners include all role players and farmers
Format	A5	Format	A5	Print order	Dec	Basic option	30-second advert @ R4 020
Ad full page	R8 355	Ad full page	R5 630	Print run	4 000	Best value option	Feature (3-minute generic interview) plus 30-second advert, plus 10-second opening billboard @ R6 255 Includes introduction of expert of the day and contact details at the end. No hard sell allowed.
Advertorial	R7 680	Frequency	Quarterly	Logo tariff	R5 850	LSM	7-10
Frequency	Monthly	Print order	Mar, Jun, Sept & Dec	Distribution	Based on MPO membership	Listenership	396 000 Monday - Thursday 12:30 - 12:45
Print order	Jan to Dec	Print run	10 500 x 52 pages				
Print run	6 700 x 148 pages	Estimated readership	50 000				
ABC certified	R6 002 June 2010	LSM	1-6				
Estimated readership	20 000	Distribution	Free				
LSM	7-10	<b>www.agricconnect.co.za</b>					
Distribution	Based on MPO membership, role players and subscriptions						
<b>www.agricconnect.co.za</b>							
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## PUBLICATION SPECIFICATIONS

Dairy Diary & Index 2011		Wildlife Ranching		Roovleis / Red Meat		Milk & Juice	
Advertising	Monique van der Walt +27 (0)12 843 5697 +27 (0)71 893 3731 monique@agricconnect.co.za	Advertising	Monique van der Walt +27 (0)12 843 5697 +27 (0)71 893 3731 monique@agricconnect.co.za	Advertising	Monique van der Walt +27 (0)12 843 5697 +27 (0)71 893 3731 monique@agricconnect.co.za	Advertising	Lizandr� van Rooyen +27 (0)12 843 5704 +27 (0)72 601 7155 lizandre@agricconnect.co.za
Editorial	Liza Burger +27 (0)12 843 5713 lizaburger@mpo.co.za	Editorial	Karin Espag +27 (0)12 843 5693 karin@agricconnect.co.za	Editorial	Gerrit Bezuidenhout +27 (0)12 843 5714 gerrit@agricconnect.co.za	Editorial	Fidelis Zvomuya +27 (0)12 843 5712 fidelis@agricconnect.co.za
Focus	The agricultural sector's only combined diary and index relating to agricultural services and products for the milk producer	Focus	The official mouthpiece of Wildlife Ranching SA (WRSA), and an essential read for all wildlife ranchers in South Africa	Focus	The Red Meat Producer's Organisation's (RPO) magazine for all commercial beef, mutton & goat producers	Focus	The dairy & juice processors
Format	A5	Format	A5	Format	A5	Format	A5
Ad full page	R8 355	Ad full page	R5 630	Ad full page	R6 680	Ad full page	R8 355
Frequency	Annual	Advertorial	R5 180	Advertorial	R6 150	Advertorial	R7 680
Print order	Dec	Frequency	Quarterly	Frequency	Quarterly	Frequency	Quarterly
Print run	5 000+ x 300 pages	Print order	Jan, Apr, Jul, Oct	Print order	Mar, Jun, Sep, Dec	Print order	Mar, Jun, Sep, Dec
Deadline	4 October	Print run	6 000	Print run	9 400	Print run	8 000 x 68 pages
LSM	7-10	Estimated readership	15 000	Estimated readership	28 000	Estimated readership	28 000
Distribution	Based on MPO membership, and bulk orders	LSM	7-10	LSM	7-10	LSM	7-10
<b>www.agricconnect.co.za</b>		Distribution	Based on WRSA membership and role players	Distribution	Based on RPO membership and role players	Distribution	Free
		<b>www.agricconnect.co.za</b>		<b>www.agricconnect.co.za</b>		<b>www.agricconnect.co.za</b>	

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THE FOLLOWING INFORMATION SERVES AS A SHORT AND DETAILED SUMMARY OF THE 2011 OFFERING PER AGRI CONNECT PUBLICATION / PROJECT.

## VALUE-ADDED PRODUCTS & SERVICES

Value-added services	Normal tariff
<b>Packaging – material and postage excluded</b>	
Folding of one page A4 insert to A5	06c
Insert booklet	28c
Insert cost – A5	06c
Insert cost – A4 (not folded)	12c
Sealing of envelopes	06c
Heat seal of plastic bags	09c
Affixing labels	07c
Bulk delivery to Post Office	R200 per trip
Printed labels	14c per label
<b>Printing (max of 1 000)</b>	
A4 full colour	R1
A4 black only	30c