



RED MEAT ROOIVLEIS

- Represents the collective interests of **40 000** commercial **red meat producers**.
- **84%** of our readers say they **read** either the **articles** (36%) or the **whole magazine** (48%).
- **57%** of readers **spend** more than **30 minutes** with an issue.
- **93%** of farmers say the **technical articles add value** to their business.
- **80%** rate the **magazine** as **very good** (60%) or **excellent** (20%).



Fast facts

Format:	168 mm x 240 mm
Frequency:	Bimonthly
ABC distribution figure:	12 274
Average print run:	13 000
LSM target audience:	9 – 10
Digital edition:	www.agricconnect.co.za



*Statistics obtained from Agri Connect reader survey, July 2019
*ABC figures, April 2019

THEMES 2020* – Volume 11

*Themes are predetermined and fixed but bulleted sub-themes may change subject to editorial content needs and industry developments.



>> No. 1 - Happy herd

When the herd is happy, so is the farmer. The issue will look at the different aspects of livestock health management, such as:

- immunisations
- feed and supplementation
- disease prevention and biosecurity
- grazing management
- animal welfare and identification
- tax year-end



>> No. 2 - The future of meat

With all the talk about veggie burgers and 'cultured' meat grown in a laboratory, the global meat industry is undergoing many changes, challenging red meat producers to champion sustainability, quality, responsibility, and traceability. For producers who heed the call, red meat, like synthetic versus real diamonds, may well become a premium product with new export opportunities and niche markets on the horizon. This issue will examine topics such as:

- developing premium products, export markets, and niche brands
- production optimisation
- the future of meat genetics
- considering the hype of meat alternatives
- *Skote Petoors*-supplement – focus on the 2020 hunting season
- Extra distribution – Nampo and RuVASA Congress



>> No. 3 – Traceable, sustainable ... delectable!

In this issue, we take it from farm to fork. Traceability as a biosecurity solution, as an animal health advantage, and as an enabler for guaranteed sustainability and customer satisfaction, is a hot topic for discussion. We consider the following:

- biosecurity and animal health
- animal identification
- sustainable production practices
- feed, licks, and supplementation
- consumer trends



>> No. 4 – The 10-year anniversary issue

Red Meat/Rooivleis is **10 years old!** To celebrate this milestone we look back at the South African red meat industry's remarkable development and successes (and challenges) over the last decade, and also look ahead at what the next ten years could bring. As this issue will lead up to the **RPO's 2020 national congress**, there will be a lucky draw to win a double page spread worth R26 800 in Issue No. 5. This will be an issue you definitely should be part of!

- Extra distribution – KragDag Expo, ALFA Show and Nampo Western Cape



>> No. 5 – The hot issue

The climate is changing, and farmers need to change with it. The lingering effects of the recent crippling drought is likely to be a reminder of what is to come if red meat producers do not prioritise a climate-smart approach. We look at topics such as:

- long-term feed planning and grazing management for a drought-resistant farm
- heat stress and the handling and transport of animals
- the climate and livestock diseases
- selection and breeding for climate-adapted animals
- becoming resource-efficient
- parasite management in extreme seasons
- extra distribution – Agri-Expo Livestock and Aldam Stockman School
- emerging farmer training



>> No. 6 – Beef + Tech

We are knee-deep in the Fourth Industrial Revolution. The issue will tackle everything and anything related to technology in the red meat industry, such as:

- selecting super bulls based on advanced genetic data
- precision agriculture through the use of drones, remote sensing, and artificial insemination
- meat quality
- animal health monitoring through traceability systems
- apps
- performance management
- production expansion

DEADLINES 2020

RED MEAT/ROOIVLEIS - INVOICE DATE	Jan	Mar	May	Jul	Sept	Nov
VOLUME 11 - NUMBER	1	2	3	4	5	6
Advertorials and supplements	14-Jan	17-Mar	12-May	7-Jul	8-Sept	29-Oct
Advertisement bookings and complete artwork	21-Jan	24-Mar	19-May	14-Jul	15-Sept	5-Nov
To print	28-Jan	31-Mar	26-May	21-Jul	22-Sept	12-Nov
Inserts delivered to Agri Connect offices	4-Feb	7-Apr	2-Jun	28-Jul	29-Sept	19-Nov
In the mail	10-Feb	14-Apr	8-Jun	3-Aug	5-Oct	26-Nov

ADVERTISEMENT DESCRIPTIONS AND TRIM SIZES (mm wide x deep)

Front cover logo + 1 page advertorial	168 x 240
Front cover fold-in with logo – 2 pages	157 x 240
Back cover	168 x 240
Inside front cover	168 x 240
Inside back cover	168 x 240
Double-page spread (DPS)	336 x 240
First DPS after CEO's note	336 x 240
Full page (FP)	168 x 240
FP next to editor's note	168 x 240
FP with specific placement	168 x 240
Half page (HP) – horizontal	142 x 100
Half page (HP) – vertical	67 x 202
Advertorial	350 words plus pic & logo
Insert supplied (13 000)	A4 folded and smaller
Supplement – 4 pages	
Supplement – 8 pages incl. 1 000 copies run-on	

Supply artwork in **PDF/X-1A format, 4/C process CMYK, with bleed of 3 mm** all around trim size and a type-safe area of 13 mm all around within trim size.



ADVERTISE YOUR AUCTIONS

Reach > **12 200**
dedicated red
meat producers.



Get your **message**
across to the right
target audience at
the **right price**.



Added advantage
of **hyperlink** in the
monthly **RPO Red Meat/
Roivleis Bulletin**.

DEADLINES 2020 - refer to *Red Meat/Roivleis* magazine deadlines on **page 13**

DEADLINES 2020 – HYPERLINKS FOR AUCTIONS

RPO Red Meat/Roivleis Bulletin	Jan	Feb	Mar	Apr	May	Jun
Complete artwork	10-Dec	3-Feb	2-Mar	30-Mar	28-Apr	1-Jun
E-auction alert date	3-Jan	7-Feb	6-Mar	3-Apr	30-Apr	5-Jun

RPO Red Meat/Roivleis Bulletin	Jul	Aug	Sept	Oct	Nov	Dec
Complete artwork	29-Jun	3-Aug	31-Aug	28-Sept	2-Nov	30-Nov
E-auction alert date	3-Jul	7-Aug	4-Sept	2-Oct	6-Nov	4-Dec

For rates on social media (Facebook) advertising campaigns, advertisements, auction advertisements, hyperlinks and special products, please contact your commercial consultant.



Tersia Botes
Commercial consultant
tersia@agriconnect.co.za
012 843 5600 / 073 307 9093



Soekie du Toit
Commercial consultant
soekie@agriconnect.co.za
012 843 5709 / 078 947 6916



Ilse Liveris
Senior commercial consultant
ilsel@agriconnect.co.za
012 843 5717 / 072 708 4401