

WOLBOER

WOOL FARMER



- **NWGA members** (our readers) deliver around **80% of the national clip**.
- **91%** of readers read either the **articles** (46%) or **the whole magazine** (45%).
- **68%** of readers spend more than **30 minutes with an issue**.
- **96%** of farmers say the **technical articles add value** to their business.
- **53%** of the readers keep every issue as a reference source for a **year or longer**.
- **88%** of our readers rate the magazine as **very good** (54%) or **excellent** (34%).



Fast facts

Format:
Frequency:
ABC distribution figure:
Average print run:
LSM target audience:
Digital edition:

168 mm x 240 mm
Bimonthly
4 949
5 300
9 - 10
www.agricconnect.co.za



THEMES 2020* - Volume 8

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



>> No. 1 - Smart, safe, secure

To keep your farm safe from harm and secure from disease and predators, you have to be smart. The issue looks at topics such as:

- biosecurity
- stock theft and farm security
- traceability in the wool industry
- safety challenges on the farm (for workers and animals)
- the latest on predation management
- climate-smart farming and drought planning
- extra distribution - Bloem Show and Nampo



>> No. 2 - Nature's own

What is more natural than wool, nature's own fabric? In this issue, we celebrate wool's next-to-skin properties for the individual and its sustainable properties for the community at large. Topics may include:

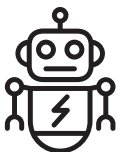
- wool as sustainable antidote to microplastic pollution
- production optimisation
- shearing best practice
- 'organic' wool
- feed and veld that fuels quality
- consumer trends
- special edition for the NWGA Congress



>> No. 3 – The farmer's friends

What are a wool farmer's best friends? The right advice, well-trained workers, the necessary tools and equipment to keep the flock healthy and productive, and of course a few good pairs of shearing scissors or razors! In other words, the right knowledge, partners, and tools. We will cover topics such as:

- enhancing production and reproduction
- advice from the best in the wool business
- the best in equipment and technology
- extra distribution – KragDag Expo and Nampto Western Cape
- flock health management
- worker training
- shearing development
- partners in the industry value chain



>> No. 4 – Wool 2030

What is in store for the wool industry over the next decade? We ask the experts and cover topics such as:

- long-term market projections
- the impact of technology and the Fourth Industrial Revolution on the industry
- traceability, biosecurity, and sustainability
- new wool products
- wool and climate change
- wool trends in years to come
- extra distribution – ALFA Show and Agri-Expo Livestock



>> No. 5 – Mix it up!

Many interesting things happen when you mix things up. Mixing wool with other fibres like cotton creates exciting new textiles, and the right genetic mix can make a world of difference for a flock's productivity. The issue embraces out of the box thinking on topics such as:

- mixing genetics for crafty production enhancement
- mixing wool with other fibres for new textiles
- farm expansion
- the right mix of feed and supplements
- strategic and effective immunisation



>> No. 6 – Healthy sheep, sustainable wool

What the modern consumer wants is social responsibility and sustainability. Wool sustainability relies heavily on the health and treatment of sheep. In this issue, we look at sheep health management and sustainability, covering issues such as:

- disease prevention, disease trends, and vaccination requirements
- veld and feed for boosting flock immunity
- reproductive health and lamb survival
- animal welfare
- sustainability practices on the wool farm

DEADLINES 2020

WOLBOER/WOOL FARMER - INVOICE DATE	Feb	Apr	Jun	Aug	Oct	Dec
VOLUME 8 - NUMBER	1	2	3	4	5	6
Advertorials and supplements	11-Feb	9-Apr	9-Jun	11-Aug	6-Oct	16-Nov
Advertisement bookings and complete artwork	18-Feb	16-Apr	17-Jun	18-Aug	13-Oct	23-Nov
To print	25-Feb	23-Apr	23-Jun	25-Aug	20-Oct	30-Nov
Inserts delivered to Agri Connect offices	3-Mar	30-Apr	30-Jun	1-Sept	27-Oct	7-Dec
In the mail	9-Mar	5-May	6-Jul	7-Sept	2-Nov	14-Dec

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 general manager'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 (5 300)	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 **> 5 000** dedicated wool farmers.



Added advantage of monthly **email auction alerts.**



Attract the **right profile** of buyer to your auction.

DEADLINES 2020 - refer to *Wolboer/Wool Farmer* magazine deadlines on **page 16**



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



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