



Media Kit

2025

About us

AgriAbout is a free digital magazine published every month that offers essential information on the newest innovations in technology, trends, and skills required to meet the opportunities and challenges facing agriculture in the twenty-first century. You can learn about the people, concepts, and innovations transforming the agricultural industry from our magazine. We are dedicated to giving our readers up-to-date, cutting-edge articles on the newest findings and advancements in sustainable farming techniques and trends. Our paperless strategy benefits the environment and advances our primary objective: **Sustainable Agriculture for the Future**

Mission

To provide dependable, insightful content about latest trends, technologies, and competencies required for sustainable agriculture. Our interest is assisting the entire agricultural sector in expanding and conserving resources and time.

Our Content

Our content is aimed at providing both commercial and new farmers with practical farming advice that will increase farming profitability. Our content is scientifically based, written by experts in easy-to-read format, reflecting the most recent research, modern solutions, technologies, information and trends.

News and Opinion

We provide a selection of important news and analysis of economic and political trends in agriculture.

Livestock and Poultry

In order to help farmers boost productivity with the latest innovations in animal health, breeding, feeding, and grazing technology, we offer information and practical solutions about livestock and poultry.

Crops

These articles, written by specialists in plant health, soil management, orchard design, and crop farming technology, centre on production techniques that crop farmers can use to boost productivity and efficiency on their farms.

Water

Water is a vital component of agricultural output and is crucial to food security. Twenty percent of all cultivated area is used for irrigated agriculture, which also provides forty percent of the world's food production. Water is a vital resource for agriculture, and food security and sustainable intensification of agriculture depend on its effective utilisation.

Business

The economic sectors for farming and trade associated to farming are referred to as agribusiness. It includes all of the processes—production, processing, and distribution—that go into bringing agricultural products to market.

Lifestyle

We also focus on the lifestyle aspects of agriculture namely travel, tourism, food and wine

Our Contributors

A large team of contributors keeps our content current and fresh by offering their knowledge and research in digestible articles that provide our readers an advantage when applying the newest trends and technologies.

Our Readers

Our readers are forward-thinking, solution-driven, profit-orientated, and politically diverse. Our wide readership is a direct result of the magazine's broad range of topics and expert contributors.

Commercial farmers

Each farming decision is focused on making a profit and return on investment.

Sustainable farmers

Wants to minimize environmental damage throughout their farming tasks.

Young farmers

Producers under the age of 45 focused on new technology for farming and maintaining the legacy of the family operation.

Agri Tech farmers

Uses new technology to adapt and innovate to be a more successful farming business.

Frugal farmer

Faces challenges in today's farming economy and tries to save costs by finding good deals, cutting unnecessary expenses, and handling tasks themselves

New farmers

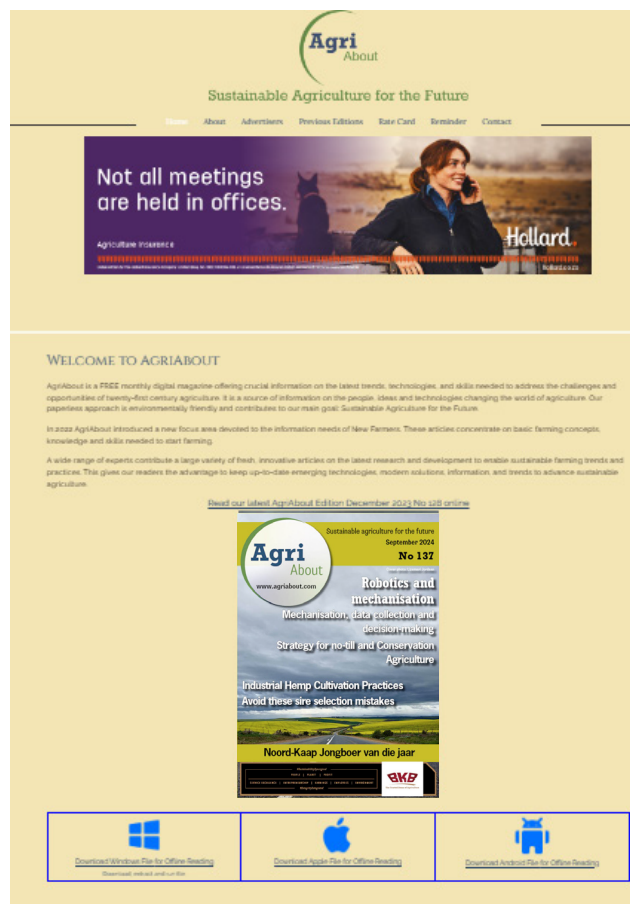
New farmers are a diverse group of farmers who range from subsistence farmers on one side of the spectrum to commercially-orientated smallholders

Lifestyle

People who enjoy traveling, gardening, wine and good food.

Digital Exclusive

Our online audience is constantly growing. As we continue to improve our offerings, the number of readers and the quality of their engagement keep growing.



Statistics & Demographics

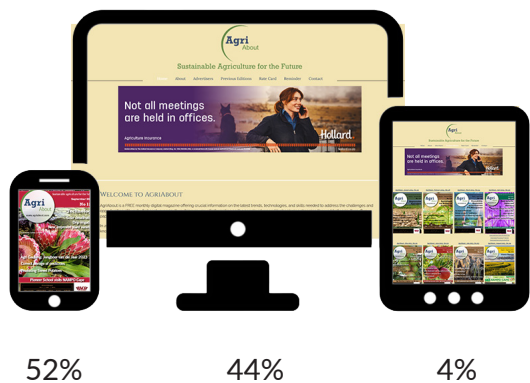
Readers



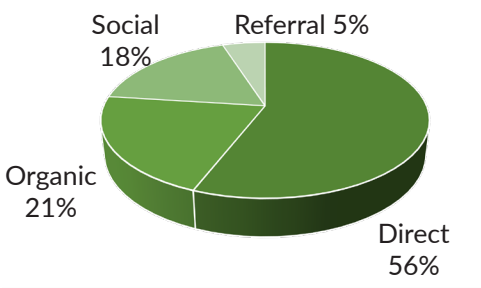
Distribution



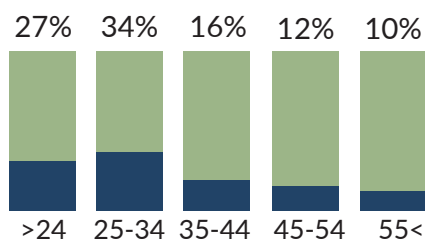
Devices



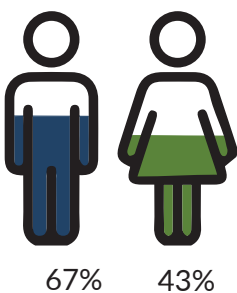
Traffic



Age



Gender



Rate Card

210mm (w) x 297mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	Full page
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Once-off	R8 400
3 placements	R7 560
6 placements	R6 720
12 placements	R5 880

420mm (w) x 297mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	Double page spread
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Once-off	R16 800
3 placements	R15 120
6 placements	R13 440
12 placements	R11 760

210mm (w) x 297mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	Inside front / back cover
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Once-off	R9 450
3 placements	R8 505
6 placements	R7 560
12 placements	R6 615

210mm (w) x 148mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	Half page horizontal
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Once-off	R4 725
3 placements	R4 305
6 placements	R3 885
12 placements	R3 360

105mm (w) x 297mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	Half page vertical
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Once-off	R4 725
3 placements	R4 305
6 placements	R3 885
12 placements	R3 360

105mm (w) x 148 mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	¼ page vertical
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Once-off	R3 675
3 placements	R3 255
6 placements	R2 835
12 placements	R2 415

210mm (w) x 65mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	¼ page banner
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Once-off	R3 675
3 placements	R3 255
6 placements	R2 835
12 placements	R2 415

210mm (w) x 40mm (h)

Article sponsorship Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	Plus 1 full page ad
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Once-off	R10 500
3 placements	R9 450
6 placements	R8 400
12 placements	R7 350

210mm (w) x 60mm (h)

Ribus, tem harum Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionsed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.	P3 banner ad
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Once-off	R5 250
3 placements	R4 725
6 placements	R4 200
12 placements	R3 675

Additional Benefits

For All Advertisers

- FREE logo with link to your website on www.agriabout.com home page

For Contract Advertisers

- 3 placements: 10% discount + 1 FREE advertorial/ ad
- 6 placements: 20% discount + 2 FREE advertorials/ads
- 12 Placements: 30% discount + 4 FREE advertorials/ads

Please note: All rates exclude VAT and /or agents' commission and are payable at sign-off of final proof.

Editorial Calendar

News and Opinion, Livestock and Poultry, Crops, Water, Business and Lifestyle articles are also featured in all issues.

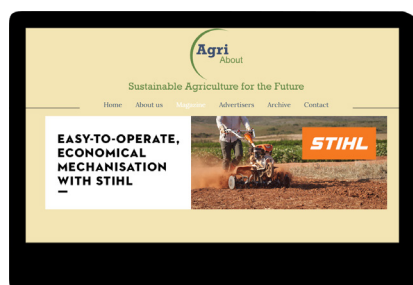
Edition	Main Feature	Deadlines		
		Articles	Booking	Material
I41 January	Regenerative Agriculture: a Conservation and rehabilitation approach to food and farming	20	23	25
		January 2025		
I42 February	Engineering in Agriculture: Its role towards improving productivity, sustainability, and efficiency.	14	19	22
		February 2025		
I43 March	Climate Change and Agriculture - Impact of climate change on farming and mitigation strategies	15	20	21
		March 2025		
I44 April	Soil Health and Management - Techniques to maintain and improve soil fertility.	14	20	24
		April 2025		
I45 May	Education and skills in Agriculture	15	21	24
		May 2025		
I46 June	Crop Rotation and Diversity: Benefits of rotating crops and planting diverse species.	16	20	24
		June 2025		
I47 July	Water Conservation in Agriculture - Efficient water use and irrigation methods.	15	21	24
		July 2025		
I48 August	Livestock Management - Best practices for raising healthy livestock.	15	20	24
		August 2025		
I49 September	Innovations in Agricultural Technology - Latest advancements in agri-tech.	15	20	24
		September 2025		
I50 October	The Vital Role of Biodiversity in Sustainable Agriculture	15	21	24
		October 2025		
I51 November	Revolutionizing Agriculture: The Role of AI in Modern Farming	13	19	21
		November 2025		
I52 December	Waste Management: Recycling and Upcycling in Agriculture	5	10	12
		December 2025		

Premium Package

The premium package offers great exposure and value for money. The premium package include the following:

- A full page ad in the magazine
- A full page advertorial in the magazine
- A banner ad and link to your website on the AgriAbout website
- Your logo with a link to your website on the AgriAbout website
- A facebook mention on the AgriAbout facebook page

The premium package is only available on contract for consecutive months..



Website banner



Full page ad



Advertorial

What you get

Description	Value	Size
Full page ad in magazine	R8 400	210mm (w) x 297mm (h)
Full page advertorial in magazine	R8 400	800 words
Banner ad and link on the AgriAbout website	R5 200	1100 x 300 px
Logo with link to your website	R500	336 x 280 px
Facebook mention	R500	
Total value	R23 000	

What you pay

Contract period	Rate per month
3 Months	R15 000
6 Months	R12 000
12 Months	R10 000

Please note: All rates exclude VAT and /or agents' commission and are payable at sign-off of final proof.

NAMPO Cape Visitor's Guide

AgriAbout administrates, designs and prints the annual NAMPO Cape Visitor's Guide behalf of Bredasdorp Park NPC.

Contents:

Contains all relevant information needed by visitors and exhibitors during the expo. It includes items such as the program, exhibitors, speakers, program sessions, demonstrations, site and building layouts, visitor facilities, etc.

Format:

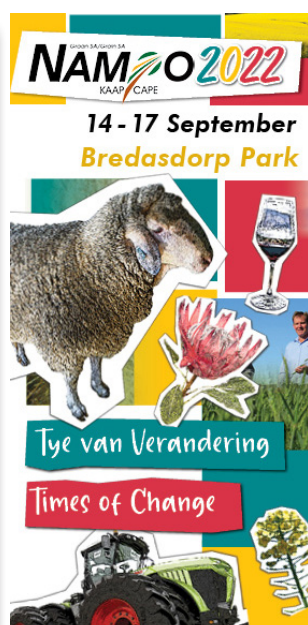
DL size booklet format: 36 pages, printed in full color and stapled.

Circulation:

10 000

Distribution:

At entrance gates, free of charge



Advertising Rates and Sizes

Full page

99mm wide x
210mm high



R15 000

Back cover

99mm wide x
210mm high



R20 000

Inside front cover

99mm wide x
210mm high



R18 000

Double page spread

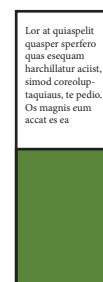
99mm wide x
210mm high



R25 000

Half page

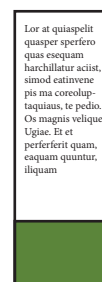
99mm wide x
105mm high



R8 000

Quarter page

99mm wide x
52mm high



R5 000

Please note: All rates exclude VAT and /or agents' commission and are payable at sign-off of final proof.

Contact Us

If you have any queries or special requirements, please get in touch with us. All of our advertising packages are customizable and may be customized to meet your unique requirements and financial constraints.

Being digital also gives you countless chances to extend your marketing strategy by including links to videos, brochures, and other supplementary sources of information.



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