

The SA Fruit Journal is a bilingual, bi-monthly magazine aimed at the fruit industry and published as a group venture between the

**SA Stone Fruit Producers' Association (SASPA),**  
**SA Apple & Pear Producers' Association (SAAPPA),**  
**SA Table Grapes (SATI),**  
**the Citrus Growers' Association (CGA)**  
and the **Fresh Produce Exporters' Forum (FPEF).**

We are guaranteed our readership, as all the members of these bodies have magazines delivered to their doorstep.

### ADVERTISEMENT BOOKING

Contact **IGNATIUS VLOK**: [sales@safj.co.za](mailto:sales@safj.co.za)  
or Cell: +27 (0)82 331 2127

### SUBSCRIPTIONS

RATES include postage and VAT, where applicable.

**R250.00** • Airmail Abroad **US\$120**

Contact: The Circulation Manager - Filda Booysen  
[filda@hortgro.co.za](mailto:filda@hortgro.co.za) | +27 (0)21 870 2900

A subscription to SA Fruit Journal is for one year (6 issues)  
payable in advance by a direct deposit:

ACCOUNT NAME: SA Fruit Journal • BANK: First National Bank - Paarl  
ACCOUNT No: 620 466 20979 • BRANCH CODE: 200110

### EDITORIALS

**CHRISTA HAASBROEK** Editor: +27 (0)21 870 2900  
+27 (0)84 948 1644

# SA fruit journal

DIE JOERNAAL VIR DIE VRUGTEBEDRYF IN SUID-AFRIKA

### ADS

Full Page:	R19 000.00
Two Thirds Page:	R16 700.00
Half Page:	R14 500.00
Third Page:	R13 800.00
Quarter Page:	R12 100.00
Sixth Page:	R5 800.00
Eighth Page:	R4 400.00

### ADVERTORIALS

Full Page:	R12 600.00
Half Page:	R6 900.00
Double Page Spread:	R23 900.00
Inserts:	R9 500.00

### SPECIAL POSITIONS

Inside Front Cover:	R38 500.00
Inside Back Cover:	R24 000.00
Outside Back Cover:	R26 400.00
Centre Spread:	R42 300.00

### WEBSITE BANNER AD

R1500 per month

### RATES 2019

THESE PRICES WILL BE VALID  
FROM OCTOBER 2018 UNTIL  
END SEPTEMBER 2019

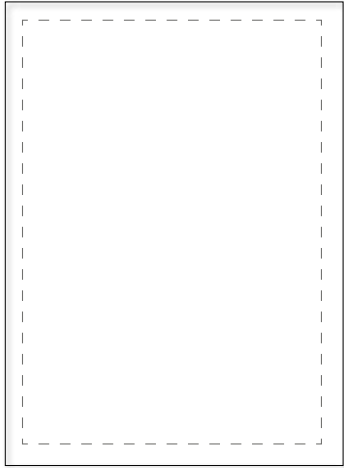
TO BOOK AN AD  
fill in the booking form,  
available on request or on our web page

[www.safj.co.za](http://www.safj.co.za)

THESE RATES EXCLUDE VAT,  
AND INCLUDE AGENCY COMMISSION

PLEASE NOTE:  
Publishing is subject to approval  
by the editorial committee.

All ads and advertorials are in full colour.

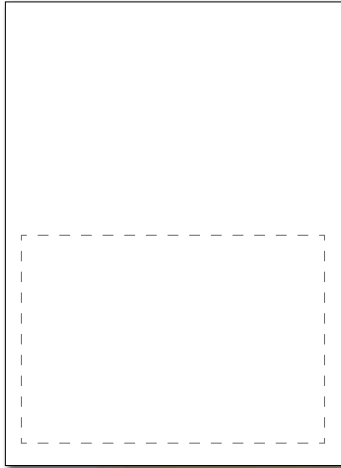


**FULL PAGE AD**

280 mm x 220 mm

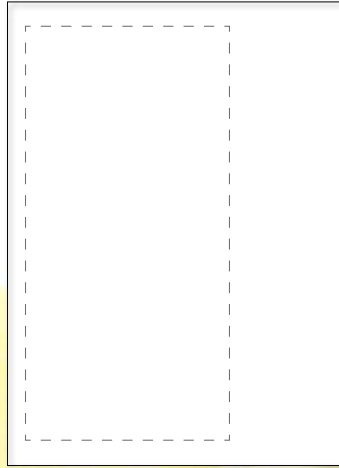
+ 3mm bleed all around

Type area: 248 mm x 194 mm



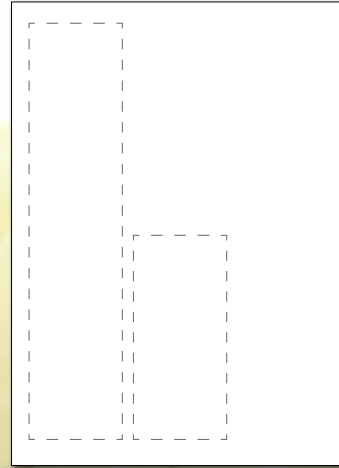
**HALF PAGE AD  
HORIZONTAL**

122 mm x 194 mm



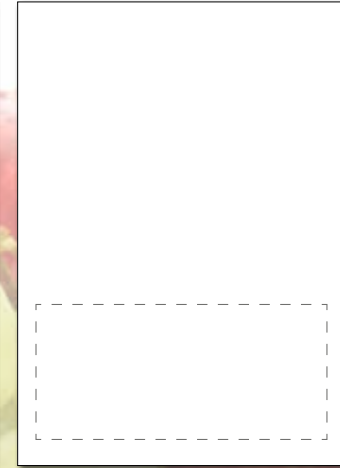
**TWO THIRDS PAGE AD  
VERTICAL**

248 mm x 127 mm



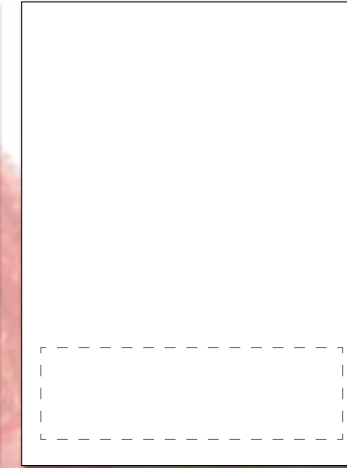
**ONE THIRD PAGE AD  
VERTICAL**

248 mm x 60 mm



**ONE THIRD PAGE AD  
HORIZONTAL**

80 mm x 194 mm



**QUARTER PAGE AD  
HORIZONTAL**

60 mm x 194 mm

**DEADLINES**

FOR BOOKING OF AN ADVERTISEMENT OR ADVERTORIAL:

5th of month - 2 months prior to publishing

MATERIAL MUST BE AVAILABLE BY:

10th of month - 2 months prior to publication

(eg. for a June/July placement, the last day to book your advertisement would be

5th April or to deliver your material it would be April 10th).

**DESIGN**

We offer the service of an in-house designer to assist you with the design and production of your advertisement or website banner, should you wish. Rates:

Full Page: R6 000.00 Third Page: R3 000.00

Two Thirds: R5 500.00 Quarter Page: R2 000.00

Half Page: R4 000.00 Sixth Page: R 900.00

Website Banner: R900

**ONE SIXTH PAGE AD  
VERTICAL**

122 mm x 60 mm

**BANNER AD ON  
WEBSITE**

329 x 815 pixels

**PLEASE NOTE:**

All advertisements to be supplied as high resolution pdf files with crop marks:

- fonts to be embedded or converted to paths
- bleed must be allowed where applicable
- we will not make changes to pdf files.

E-mailing - up to 15 megabyte files may be sent to:

[sales@safj.co.za](mailto:sales@safj.co.za)

We will not be responsible for colour matching unless a colour proof has been supplied.

Advertorials will be made up free of charge - please supply all material including contact details that you wish to appear.

A proof will be mailed to you for approval.