

# RATE CARD 2020/21

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

- Hortgro
- SA Table Grape Industry (SATI)
- Citrus Growers' Association (CGA)
- Fresh Produce Exporters' Forum (FPEF)

### Amount of copies printed and distribution:

We print 2 500 copies and are guaranteed our readership, as all the members of these bodies have magazines delivered to their doorstep. In addition, there is a digital distribution of the magazine.

To book an ad and the up-to-date rates please refer to our website [www.safj.co.za](http://www.safj.co.za) or email [sales@safj.co.za](mailto:sales@safj.co.za)

### Published by the SAFJ Board of Directors

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## ADVERTISING RATES

ADVERTISEMENTS:	Excl VAT
DPS	R35 600
Full page	R18 000
2/3 page	R15 800
1/2 page	R13 700
1/3 page	R13 000
1/4 page	R11 500
1/6 page	R5 500
1/9 page	R4 200
SPECIAL POSITIONS:	
IFC DPS	R36 500
IFC Single page	R22 700
IBC	R22 700
OBC	R25 000
CENTRE SPREAD	R40 000
ADVERTORIALS:	
Full page	R12 000
Half page	R6 500
DPS	R22 500
Inserts	R9 000
WEBSITE BANNER AD:	
Per month	R1 500

## DATES AND DEADLINES

Issue	Booking	Material
Oct/Nov 2020	5th Aug	10th Aug
Dec/Jan 2020/2021	5th Oct	12th Oct
Feb/March 2021	4th Dec	10th Dec
April/May 2021	5th Feb	10th Feb
June/July 2021	6th April	12th April
Aug/Sept 2021	4th June	10th June

## MATERIAL REQUIREMENTS

Size (height x width) mm	Trim	Bleed	Type area
DPS (supplied as single pdfs)	280 x 440	290 x 450	260 x 420 (30mm spine allowance)
Full page	280 x 220	290 x 230	260 x 200
2/3 page (Vertical)	280 x 140	290 x 150	260 x 120
1/2 page (Horizontal)	140 x 220	150 x 230	120 x 200
1/3 page (Vertical)	280 x 75	290 x 85	260 x 55
1/3 page (Horizontal)	90 x 220	100 x 230	70 x 200
1/4 page (Horizontal)	70 x 220	80 x 230	50 x 200
1/6 page (Vertical)	140 x 75	150 x 85	120 x 65
1/9 page (Vertical)	90 x 75	100 x 85	70 x 55
Website Banner	329 x 815 pixels	-	-

**Advertisements** Complete ad material to be supplied as a high resolution PDF file (300dpi, CMYK, compliant PDF/X – 1a:2001 including crop marks) up to 15MB via Email to [sales@safj.co.za](mailto:sales@safj.co.za) or a WeTransfer link. A digital proof at 100% of the very same PDF/1X-1a file should be supplied for colour purposes, if not colour cannot be guaranteed. If you are in any doubt of what should be supplied, please feel free to contact us for more information.

**PLEASE NOTE: Publishing is subject to approval by the editorial committee. All advertisements and advertorials are featured in full colour. We do not make changes to pdf files, but will highlight editorial errors.**

**Design** We do offer an in-house design service at an additional cost to assist you with the design and production of your advertisement or website banner, should you be interested. Please see material requirements under 'advertorials' below.

**Advertorials** These are designed in-house at no additional cost. Please supply all images as high resolution jpegs (300dpi) along with the copy and contact details that you wish to appear on the Advertorial. A pdf proof will be emailed to you for approval.

## SUBSCRIPTIONS

Rates incl postage & Vat, where applicable.		A subscription to SA Fruit Journal is for one year (six issues) payable in advance by a direct deposit to the following bank account: Account name: SA Fruit Journal Bank: First National Bank, Paarl Account no: 620 466 20979 Branch Code: 200110
SA Subscriber	R250	
Surface mail abroad	US\$60	
Airmail abroad	US\$120	

