

rate card 2022/23

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 for the up-to-date rates, please visit our website www.safj.co.za or email sales@safj.co.za

Published by the SAFJ Board of Directors

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Advertising rates

| | |
|---------------------------|------------|
| ADVERTISEMENTS: | (Excl VAT) |
| DPS | R39 600 |
| Full page | R20 100 |
| 2/3 page | R17 600 |
| 1/2 page | R15 300 |
| 1/3 page | R14 500 |
| 1/4 page | R12 800 |
| 1/6 page | R6 100 |
| 1/9 page | R4 700 |
| SPECIAL POSITIONS: | |
| IFC DPS | R40 700 |
| IFC Single page | R25 200 |
| IBC | R25 200 |
| OBC | R27 900 |
| CENTRE SPREAD | R44 500 |
| ADVERTORIALS: | |
| Full page | R13 400 |
| Half page | R7 300 |
| DPS | R25 100 |
| Inserts | R10 000 |
| WEBSITE BANNER AD: | |
| Per month | R1 600 |

Dates and deadlines

| Issue | Booking | Material |
|-------------------|-----------|------------|
| Oct/Nov 2022 | 12th Aug | 19th Aug |
| Dec/Jan 2022/2023 | 7th Oct | 14th Oct |
| Feb/March 2023 | 2nd Dec | 9th Dec |
| April/May 2023 | 3rd Feb | 10th Feb |
| June/July 2023 | 6th April | 14th April |
| Aug/Sept 2023 | 9th June | 15th June |

Material requirements

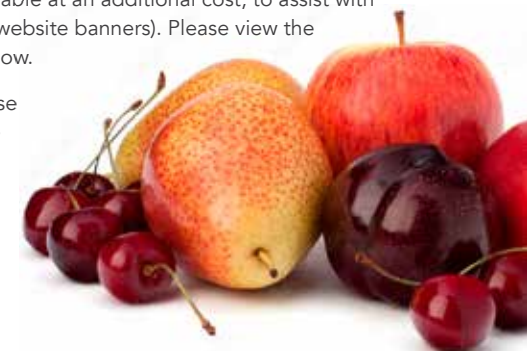
| Size (height x width) mm | Trim | Bleed | Type area |
|-------------------------------|------------------|-----------|----------------------------------|
| DPS (supplied as single pdfs) | 280 x 440 | 290 x 450 | 260 x 420 (30mm spine allowance) |
| Full page | 280 x 220 | 290 x 230 | 260 x 200 |
| 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 Please supply complete ad material by email as a high-resolution PDF file (300 dpi, CMYK, compliant PDF/X – 1a:2001 including crop marks), or as a WeTransfer link if it exceeds 15 MB. We also require a digital proof at 100% of the very same PDF/1X-1a file, to ensure optimum colour. If you have any further queries, please contact us directly at sales@safj.co.za.

PLEASE NOTE: Publishing is subject to approval by the editorial committee. All advertisements and advertorials are featured in full colour. For editorial excellence, we highlight all required advertorial changes.

Design Our in-house design service is available at an additional cost, to assist with your design and production needs (including website banners). Please view the material specification under "advertorials" below.

Advertorials These are designed in-house at no additional cost. Please supply all images as high resolution jpegs (300 dpi) 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 and VAT, where applicable. | | Subscription to SA Fruit Journal is valid for one year (six issues), payable in advance by a direct deposit into 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 | |