The most influential agriculture magazine is your connection to the agribusiness leaders of today and tomorrow.
Sadc Agribusiness Magazine, is Southern Africa's premier farming magazine which provides news updates and analysis of topical issues affecting large scale farming to smallholder farmers, Agri-preneurs, investors, community leaders, Agric ministries, who believe in the strong role of agriculture in economic development and poverty alleviation. The magazine also analyses sectoral issues involving biotechnology, farm mechanization, poultry, crop protection, horticulture, animal husbandry, livestock, food processing, agribusiness, research and extension, high-tech agriculture and a host of specialized agricultural products.

Sadc Agribusiness Magazine not only offers great industry exposure through its bi-monthly print magazine, it also provides additional special opportunities. Whether you have a new product, event or just want to increase your market presence, we have the opportunity for you, product/event review on spotlight in one issue highlighted with special designation from all other reviews, 1st come 1st serve agribusiness.

Our readers are your next customers. The magazine is circulated among Government officials in Africa, agri-industry, agri research and academics, extension workers, bank and rural institutions. Magazines objectives are to address African issues and also highlight the problems, policies, trends in agriculture, agribusiness and rural development.

Farming News, Farming Products, Farming Tech, Farming Everything
Effective and timely communication is of vital priority because the world has become a small village and accessibility has become easier. The objective of the magazine is to ensure that the reader can take away some practicable advice and act immediately to implement the solutions for immediate results and benefits. Can you imagine a better time than when a reader is in this frame of mind to put your solution in front of him or her? The magazine offers a great opportunity to strategically provide readers with solutions to the very problems they are reading about, and benefit from not only having the right message in front of them, audience, but also from having it seen at the right time when plans for action are being made. This will keep all the stakeholders in the industry abreast with developments in the field of agriculture and agribusiness.

**Readership**

*Sadc Agribusiness Magazine* is noted for the breadth and depth of its editorial: its geographical base spans through Angola, Botswana Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

**Geographical Analysis:**

**African Readership based on Print & Digital Copies**

- Angola 7%
- Botswana 8%
- DRC 6%
- Lesotho 3%
- Madagascar 4%
- Malawi 7%
- Mauritius 3%
- Mozambique 7%
- Namibia 8%
- Seychelles 2%
- South Africa 15%
- Swaziland 4%
- Tanzania 9%
- Zambia 10%
- Zimbabwe 7%

**DEMOGRAPHICS**

- Family farm 90%
- Small landholder 3%
- Contractor 2%
- Corporate farm 1%
- Consultant 1%
- Other 3%
Showcase your brand in our engaging editorial features and special reports, throughout the year.

REGULAR SECTIONS
- Machinery Preview
- Country Focus
- New Products & Services
- Agriculture News
- Business Profiles
- Entrepreneur Business
- Crop Production
- Livestock Rearing
- Soils & Pastures
- Market Information
- Ideas & Innovation

**EDITORIAL CALENDAR 2021**

**JANUARY - MARCH**
Cleaning and Sanitizing, Solutions of Milking Systems, Animal diseases and biological products, Robotic milking solutions for Dairy Farming, Management and Selection of Efficient Center-Pivot and Linear Move Irrigation Systems, Precision Farming & Technology, Irrigation and drainage system, Animal Health & Nutrition, Pumps & Irrigation, Liquid & Granulated, Fertiliser

- **Space close:** 22 / Feb / 2021
- **Material due:** 25 / Feb / 2021
- **Distribution:** 01 / Mar / 2021

**APRIL - JUNE**
Careers & Training, Agricultural high-pressure Washers, Grain and seed Cleaning Solutions, Seed coating equipment, Tower Silos, Automatic fruit sorting system Centrifugal Pumping Stations the Heart of Precision Irrigation, Fencing and protection solutions, Spray equipment pest control Systems, NAMPO Harvest 2021 Exhibition

- **Space close:** 21 / May / 2021
- **Material due:** 28 / May / 2021
- **Distribution:** 01 / Jun / 2021

**JULY - SEPTEMBER**
Mobile milking machines, pipeline, parlours, cooling tanks, Greenhouse materials and equipment, Bovine Genetics, Grain and seed Cleaning Solutions, Harvesting, picking containers and Bins Engine, spare parts and components Cattle Handling & Tech, Agricultural tyres, Hay Making & Handling

- **Space close:** 25 / Aug / 2021
- **Material due:** 27 / Aug / 2021
- **Distribution:** 01 / Sept / 2021

**NOVEMBER - DECEMBER**
Hay Making & Handling, Precision Irrigation, Pressure Washer (for Pest and Weed Control Use) Poultry: equipment, packaging, selection and collection Seed growth & Seed Management, Biodegradable & Compostable Mulch Films Farm utility vehicles, Livestock Weighing & Animal, Fertilizer spreaders, Animal diseases and biological products

- **Space close:** 22 / Nov / 2021
- **Material due:** 27 / Nov / 2021
- **Distribution:** 01 / Dec / 2021
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Rate

... Includes Production of Artworks
... Excludes VAT
... Excludes Agency Commissions
Pull out supplement Available on Request

Publishing Deadlines
- Booking: 2 weeks prior to publishing date
- Artwork: 1 week prior to publishing date

Material Requirements
If we are designing your artwork we require a brief via email or Word document. Images and logos supplied must be 300dpi, CMYK, PDF, JPG. We cannot use images from Word or web sites for print. A proof for approval will be sent by email.

Bleed: Allow 5 mm on all sides of trim size for full page or spread adverts

**ADVERTISING TERMS AND CONDITIONS**

All booking instructions must be made in writing. A signed booking form, Order Authorisation or Copy Instruction will be accepted. All new designs include 2 Revisions thereafter artwork will be charged at our hourly rate. Cancellations will only be accepted in writing, a 40% fee will be applicable for any cancellation. Black Heart Worx (Publishers) will not be held responsible for slight variations in colour on printed advertisements as a result of the printing process.
ONLINE RATES 2021

TECHNICAL SPECIFICATIONS
Accepted Formats: GIF and JPEG, Animated, Flash
Max File Size 1Mb
Max 15 seconds animation or 3 loops
18 frames per second

Build your company brand and expose your firm to a growing global audience. A cost effective way of advertising an authoritative information exchange

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Rates stated are monthly and bi-monthly
Rates are exclusive of taxes and agency commissions and fees