

# Poultry Bulletin

OFFICIAL MAGAZINE OF THE SOUTH AFRICAN POULTRY ASSOCIATION

**2026 RATE CARD** ISSUES 30-35



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Reach the industry's decision makers!

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## BRING YOUR BRAND TOP OF MIND

Call Louisa Nel to book your advertising positions or ask us to create a custom-made advertorial for your brand.



**Louisa Nel**  
Ad Bookings & Production Manager

**Email:** advertising@poultrybulletin.co.za  
**Cell:** +27 84 231 4889  
**Tel:** +27 11 795 9920  
**Fax:** +27 86 627 5897

# REACH THE INDUSTRY'S DECISION MAKERS!

The award-winning *Poultry Bulletin* is an easy-to-read, accessible and modern magazine packed with information, success stories, real people, investigations and analysis of the issues that are relevant to everyone in the poultry industry in South Africa.

An authoritative and authentic voice, *Poultry Bulletin* offers original content that you won't find anywhere else, with practical advice and inspiring stories that keeps its readers connected to the rest of the industry.

Issues are built around a central theme – Technology, Feed, Health, Skills, Solutions and more – and the voices of industry experts are included along with feedback from farmers across the spectrum of the sector.

Advertising in *Poultry Bulletin* pays dividends because it is a trusted, influential and highly regarded quality medium with which to reach senior decision makers in the poultry sector. Reader research has shown that readers regard advertising in the magazine as valuable and influential.



***POULTRY BULLETIN  
GIVES READERS AN  
INSIDER'S VIEW,  
WITH ANALYSIS,  
REAL ADVICE AND  
ESSENTIAL INSIGHTS***

**Melinda Shaw**  
Editor of *Poultry Bulletin*



## AWARDS

- *Bronze at The International Content Marketing Awards 2024*
- *National winner at the SADC Media Awards 2024*
- *Silver at The International Content Marketing Awards 2023*
- *National winner at the SADC Media Awards 2022*
- *Silver in the SA Publication Forum Awards 2021*

# ABOUT THE MAGAZINE

## Our audience

We distribute the digital *Poultry Bulletin* to **more than 3 000 decision makers** in the poultry industry. Our audience includes:

- **Decision makers** at SA's largest **integrated poultry producers**.
- **Hundreds of independent poultry farmers** across the country.
- **New generation farmers** with growing flocks spanning South Africa and Africa.
- **Agricultural suppliers** across the value chain, from feed and grain to animal healthcare and specialist equipment suppliers.
- **Meat and food processing companies**.
- **Food distributors, retailers and caterers**.
- **Agricultural universities and colleges** across the continent.
- **International trade bodies, government and policymakers**.
- **All allied members** of the South African Poultry Association.



# ADVERTISING RATES



## OUR READERS SAY:

**"Please keep the *Poultry Bulletin* working, its such an informative magazine."**

**"Always looking forward to your next publication."**

**"I was not expecting to like the digital version of *Poultry Bulletin* as much as I do! Keep up the great work of keeping up with the times."**

**"Fantastic magazine, well presented, very informative and a credit to the industry."**

POSITION	RATE* (ZAR)
Inside front cover	24 490
Inside back cover	24 490
Outside back cover	27 982
Full page	20 990
Half page	13 986
Double-page spread (DPS)	34 017
Classified advert	780
Two-page advertorial	48 970
Four-page advertorial	97 940

\*All rates exclude agency commission and VAT

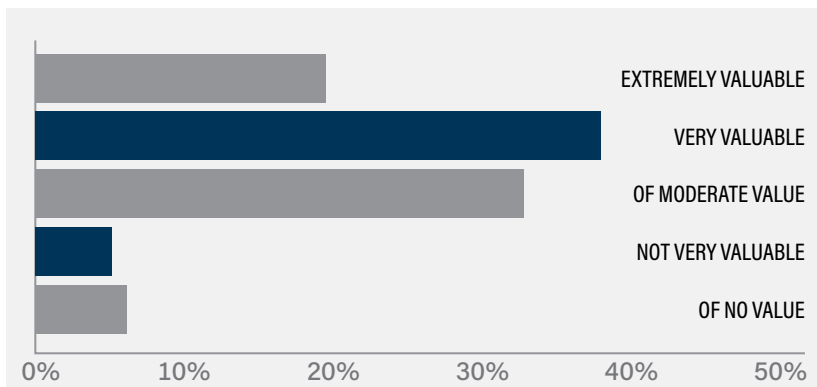
Please note: no cancellations will be accepted after the booking deadline



# ADVERTISING VALUE AND INFLUENCE

## Value

89% of respondents find the advertisements **valuable** and relevant, affirming the magazine's role as an effective platform for advertisers.

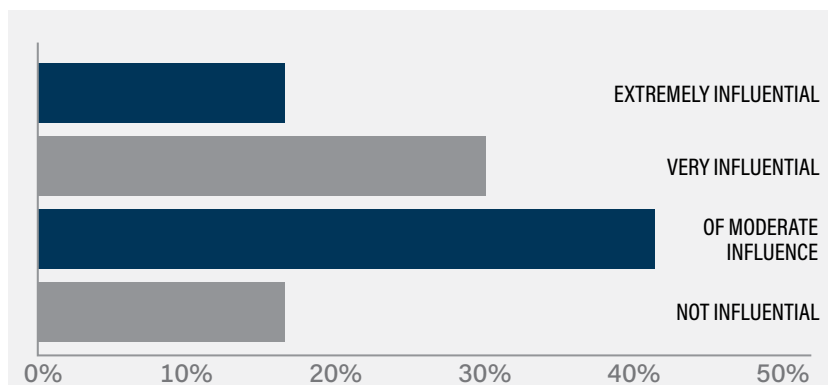


**ADVERTISING IN  
POULTRY BULLETIN  
IS RECOGNISED AS  
BOTH VALUABLE AND  
INFLUENTIAL, AS  
UNDERScoreD BY  
OUR RECENT READER  
RESEARCH**

**WITH ITS READERSHIP  
COMPRISING SENIOR  
DECISION-MAKERS  
IN THE POULTRY  
INDUSTRY, *POULTRY  
BULLETIN* STANDS AS  
AN INDISPENSABLE  
PLATFORM FOR  
REACHING THESE  
PIVOTAL INFLUENCERS**

## Influence

85% reported that advertisements in *Poultry Bulletin* **influence** their professional decisions, showing a steady increase over the last three years.



Source: *Poultry Bulletin* reader research November 2025

# ABOUT OUR READERS

Source: *Poultry Bulletin* reader research November 2025

## Demographics

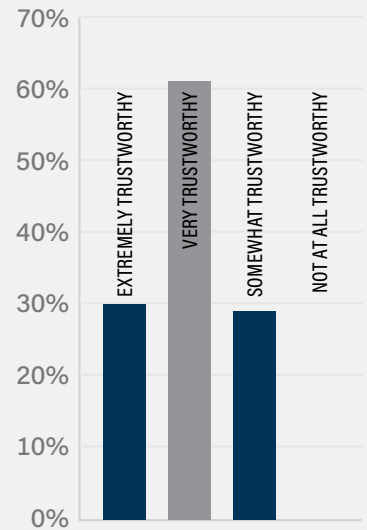
- Readers are predominantly aged between 45 and 64 years (51.26%).
- *Poultry Bulletin* readers are senior or executive-level decision makers in the industry.
- Readers work in organisations that are small, medium and large businesses
- Most readers are male, and Afrikaans speaking.

## How our readers feel about *Poultry Bulletin*

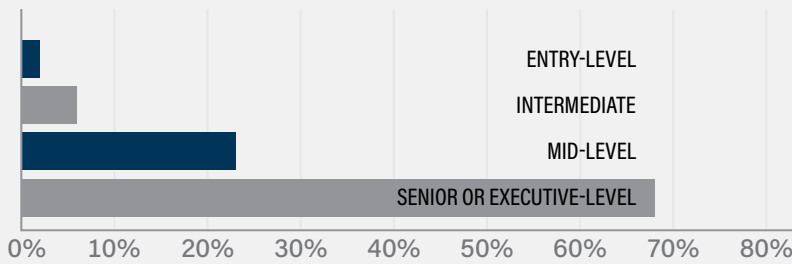
- The magazine's impeccable trust ratings offer a credible platform for building brand reputation.
- This year 93% of respondents indicated they perceive *Poultry Bulletin* articles as high quality.
- The trustworthiness of *Poultry Bulletin* remains impeccable, with 100% of readers affirming the trustworthiness of the magazine, unchanged over the last four years.

### TRUST

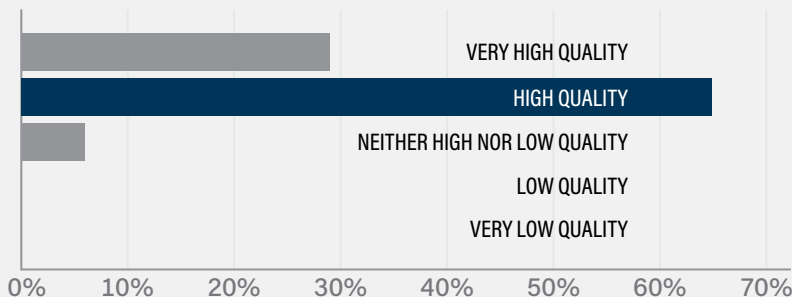
The trustworthiness of *Poultry Bulletin* remains impeccable, with 100% of readers affirming the trustworthiness of the magazine.



### SENIORITY AT WORK



### QUALITY



“In a world of fake news where distrust of media is at an all-time high, *Poultry Bulletin* stands out with 100% of readers who believe that the magazine is trustworthy. This level of credibility provides a unique environment for advertising messages.”

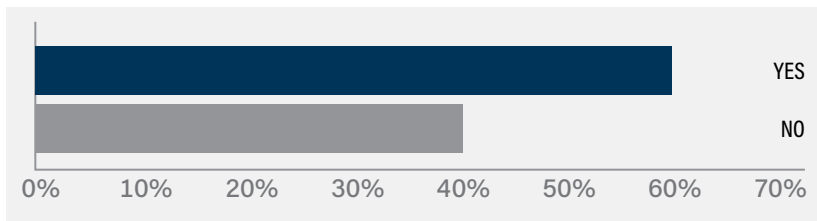
Melinda Shaw  
Editor of *Poultry Bulletin*

# ARTIFICIAL INTELLIGENCE AND OUR READERS

**POULTRY BULLETIN READERS ARE FORWARD THINKING AND HAVE INCLUDED THE USE OF AI TOOLS TO ENHANCE BUSINESS**

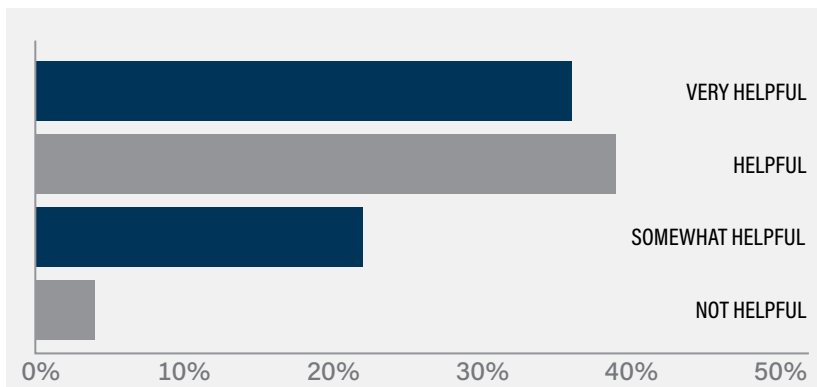
## Readers on the cutting edge

Almost **60%** of respondents have used **AI tools** in the past six months to generate answers, do searches, write, think, or provide summaries.



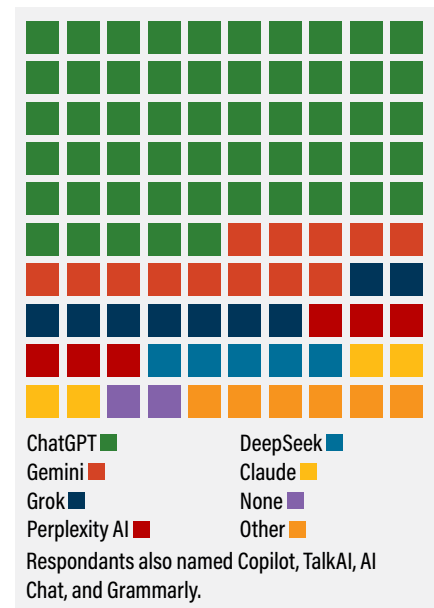
## AI helping out

AI is helping our readers do business with almost **75%** of respondents have found **AI tools** to be either **helpful** or **very helpful** in the past six months.



## ChatGPT leads the pack with readers

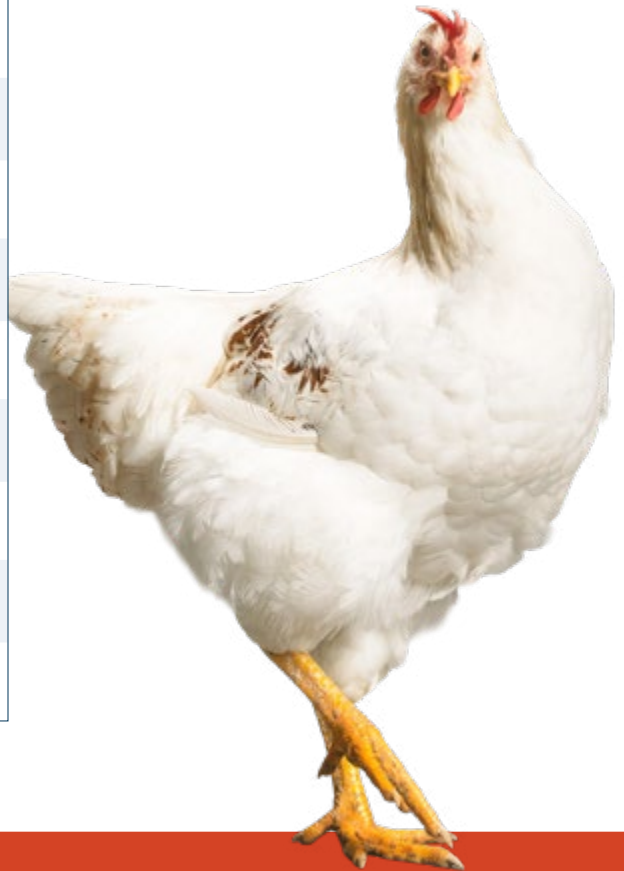
While more than half of respondents, **55%**, have used **ChatGPT** in the last six months, we have also noticed readers experimenting and trying a variety of tools. *Poultry Bulletin* readers are forward thinking and always looking for new ways to enhance their business.



Source: *Poultry Bulletin* reader research November 2025

# DEADLINES

ADVERTORIAL BOOKING DEADLINE	ADVERTISING BOOKING DEADLINE	ADVERTISING MATERIAL DUE	DIGITAL DISTRIBUTION
<b>Issue 30 – February/March 2026</b>			
09-Jan	14-Jan	06-Jan	06-Feb
<b>Issue 31 – April/May 2026</b>			
27-Feb	06-Mar	14-Mar	04-Apr
<b>Issue 32 – June/July 2026</b>			
04-Apr	08-May	15-May	03-Jun
<b>Issue 33 – August/September 2026</b>			
26-Jun	10-Jul	17-Jul	04-Aug
<b>Issue 34 – October/November 2026</b>			
28-Aug	04-Sep	11-Sep	04-Oct
<b>Issue 35 – December 2024/January 2027</b>			
30-Oct	06-Nov	13-Nov	02-Dec



**WE REACH THE ENTIRE VALUE CHAIN, FROM SMALL CO-OPS & CONTRACT GROWERS, TO MASSIVE INTEGRATED PRODUCERS**

# TECHNICAL DETAILS

## Advertising material specifications

**POULTRY BULLETIN IS NOT A4 SIZE**

**i**



Please supply material in PDF/X-1a format, 300dpi resolution.

TRIM SIZE	WIDTH	HEIGHT
<b>Double page</b>	400 mm	265 mm
<b>Full page</b>	200 mm	265 mm
<b>Half page (horizontal)</b>	200 mm	131 mm
<b>Half page (vertical)</b>	96 mm	265 mm

Detailed specs and visual guides on following pages

### For the best results, please ensure that:

- All PDFs are supplied in pdf/x-1a format.
- Logos, text or other important graphics are at least 10mm from edges.
- No overprint is used in supplied artwork.
- Fonts used in material are converted to outlines.

We cannot be held responsible for material supplied by any advertiser which is not in accordance with our specifications.

If you need help with advertising, we refer you to an agency that can assist.

**Please include a separate document with all the hyperlinks that must be included in your ad. Be sure to include any social media links, website links, and contact details.**

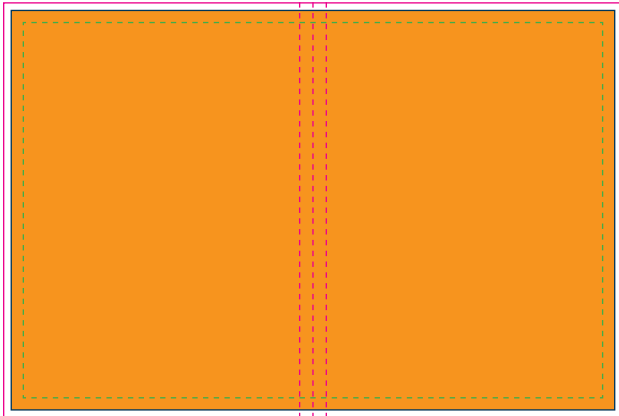
## Delivery

Please send all artwork (before the material deadline) to [advertising@poultrybulletin.co.za](mailto:advertising@poultrybulletin.co.za)

We recommend using a file transfer service, such as Wettransfer or Dropbox when sending large files. Our team is here to help, so don't hesitate to contact us if you run into problems.

We will confirm receipt of all ad material. If you don't receive a confirmation within one working day of having sent yours, please contact us urgently.

# AD MATERIAL SPECIFICATIONS

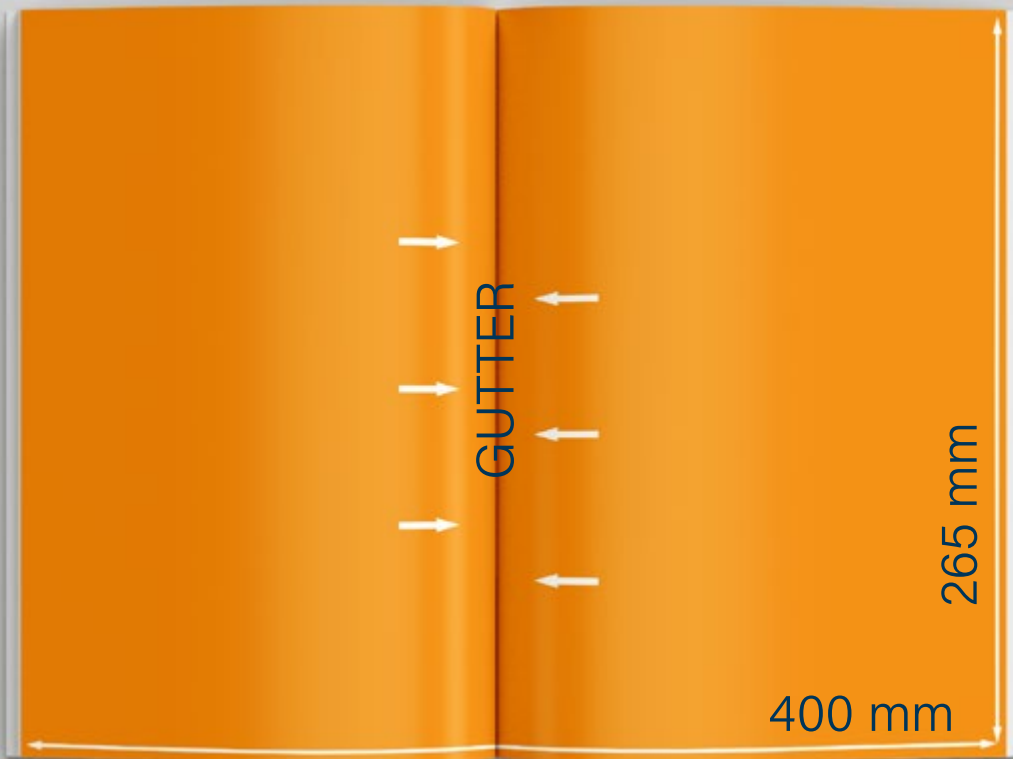


## DOUBLE PAGE SPREAD

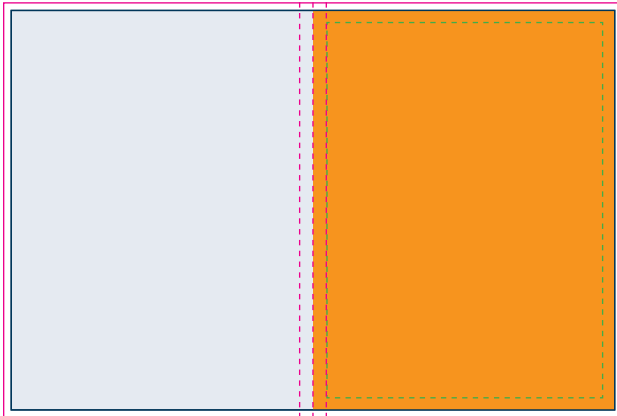
TRIM SIZE	WIDTH	HEIGHT
□ <b>Bleed</b>	410 mm	275 mm
□ <b>Trim</b>	400 mm	265 mm
□ <b>Type area</b>	380 mm	249 mm

**i** *POULTRY BULLETIN IS NOT A4 SIZE*

Please note the centre gutter, where the pages fold, and keep important items at least 10mm from either side of the centre to avoid being lost in the fold.



# AD MATERIAL SPECIFICATIONS



## FULL PAGE

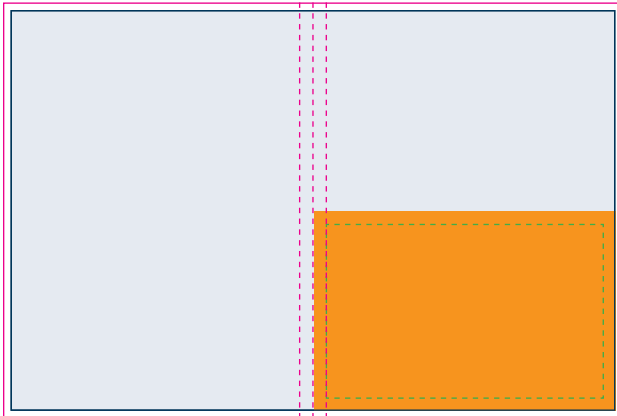
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Please keep any logos, important graphics or text within the type area, paying special attention to the left and right page edges.



# AD MATERIAL SPECIFICATIONS



## HALF PAGE (HORIZONTAL)

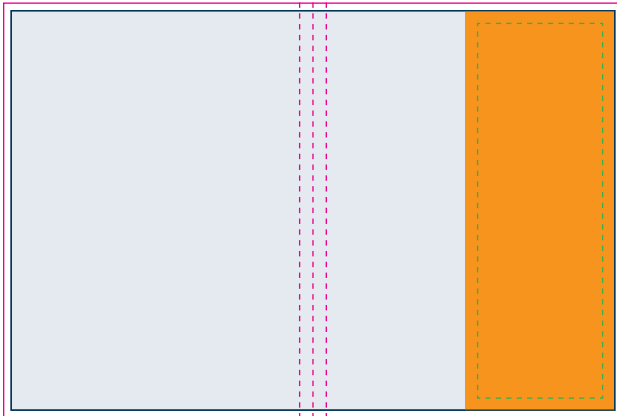
TRIM SIZE	WIDTH	HEIGHT
<b>Bleed</b>	210 mm	141 mm
<b>Trim</b>	200 mm	131 mm
<b>Type area</b>	180 mm	115 mm

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# AD MATERIAL SPECIFICATIONS



## HALF PAGE (VERTICAL)

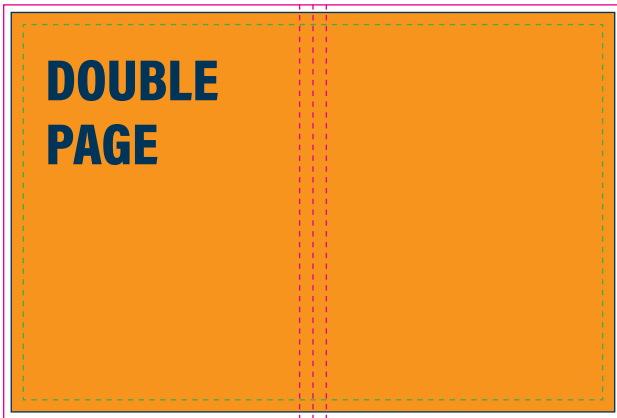
TRIM SIZE	WIDTH	HEIGHT
█ <b>Bleed</b>	106 mm	275 mm
█ <b>Trim</b>	96 mm	265 mm
█ <b>Type area</b>	80 mm	249 mm

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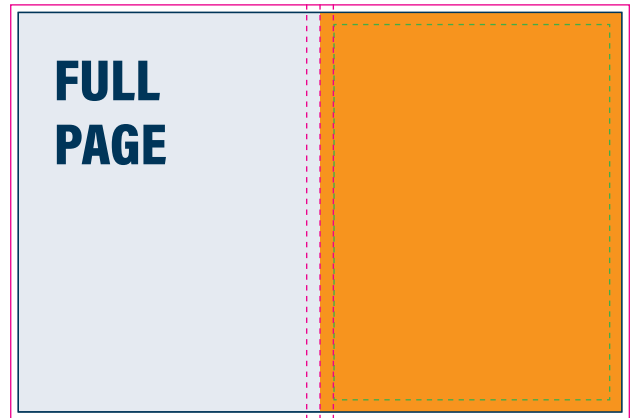
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# AD MATERIAL SPECIFICATIONS

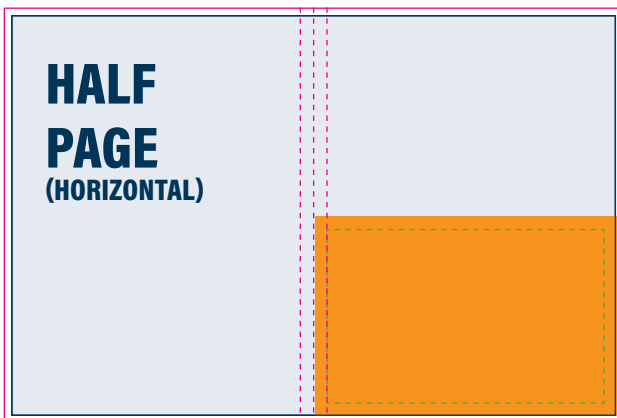


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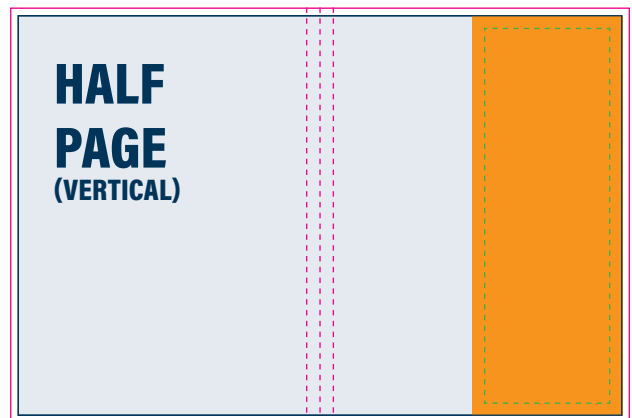


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# TERMS & CONDITIONS

1. We reserve the right to withhold or reject any advertisement, classified or advertorial from publication and to cancel any advertising order. SAPA members are given first priority, followed by allied members and non-members.
2. We do not accept liability for failure to publish, or for publication dates other than those stipulated, or for any typographical or any other errors of any kind, including loss or damage as a consequence of any of the above.
3. We will do our best to accommodate all requests, however, the booking of any advertisement does not guarantee insertion on any specified date or dates.
4. We reserve the right to edit, revise or reject any advertisement deemed to be untruthful, objectionable in subject matter or wording, or unsuitable for any reason, even after acceptance for publication.
5. We reserve the right to suspend an issue on any day and increase or decrease the usual number of editions without notice.
6. All approved advertising accounts must be paid within 30 days after the date of insertion, unless otherwise agreed to in writing.
7. Orders are accepted for a maximum period of 12 months (6 issues) from the date of the first insertion.
8. If advertising material is received too late for publication, the space reserved may be charged for. This includes materials deemed objectionable and unfit for publication.
9. No cancellations will be accepted after the booking deadline.



## Questions or comments?

Need more info? Feel free to send our team an email using the relevant address below:

▪ **Editorial:** [editor@poultrybulletin.co.za](mailto:editor@poultrybulletin.co.za)

▪ **Advertising:** [advertising@poultrybulletin.co.za](mailto:advertising@poultrybulletin.co.za)