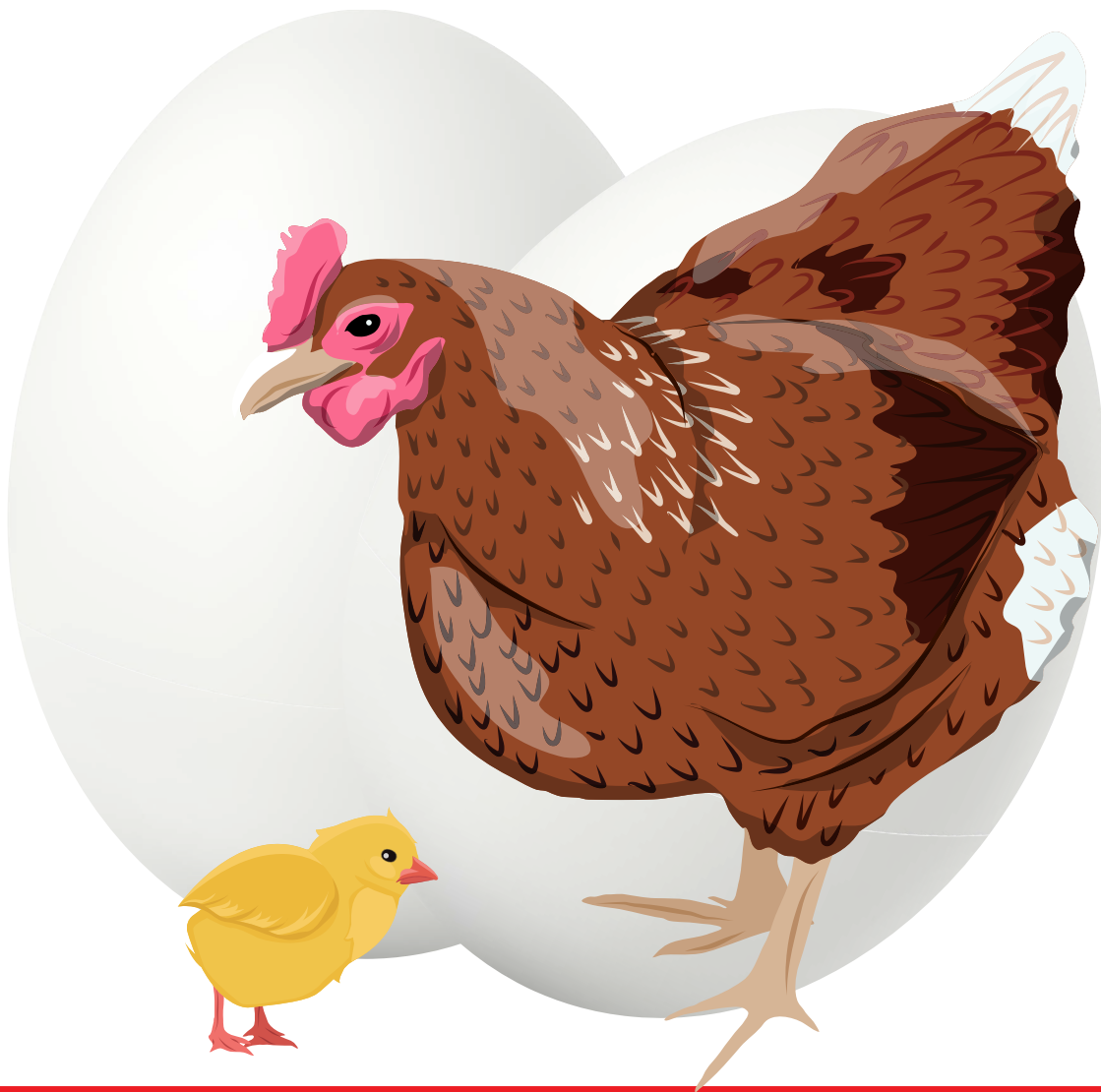




# Poultry Bulletin

OFFICIAL MAGAZINE OF THE SOUTH AFRICAN POULTRY ASSOCIATION



## 2025 RATE CARD

Issues 24 – 29: February/March 2025 – December 2025/January 2026

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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

# Poultry Bulletin

2025 RATE CARD



# 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

- 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 **between 2 000 and 3 000 copies** to individual readers across South Africa and internationally, and of course, we distribute copies to:

- **Decisionmakers** 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.



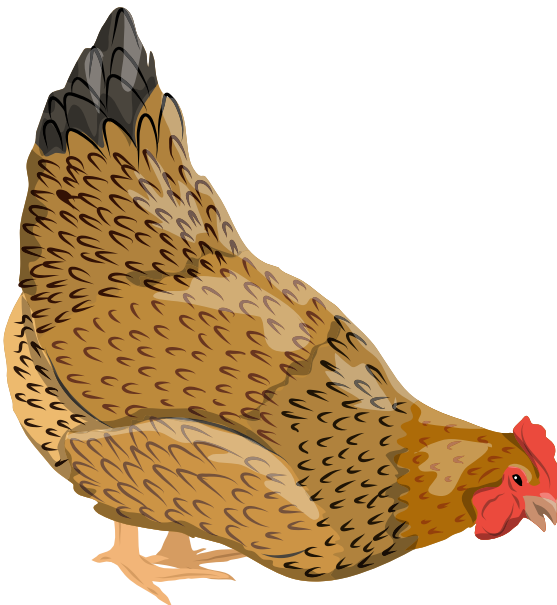
## PLANNED SPECIAL FEATURES FOR 2025

- Best **bakkies** & vehicles for poultry farmers
- Trends in poultry **medication**
- **Turnkey solutions** for poultry farmers
- **Financing** and investments for farmers
- **Machinery and equipment** for poultry farmers

# Advertising rates

POSITION	RATE* (ZAR)
Inside front cover	23 640
Inside back cover	23 640
Outside back cover	27 010
Full page	20 260
Half page	13 500
Double-page spread (DPS)	32 835
Classified advert	750
Two-page advertorial	47 270
Four-page advertorial	94 540

\*All rates exclude agency commission and VAT



## Our readers say:

***"Always a treat when the new magazine lands on my desk!"***

***"Keep up the good work and try to keep the printed version in circulation."***

***"I enjoy the teachings on running poultry businesses."***

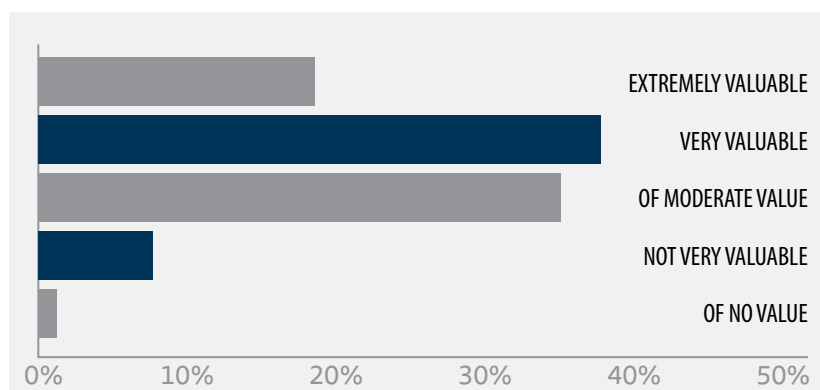
***"I am extremely satisfied."***

***"Geat job, keep it up!"***

# Advertising value and influence

## Value

**91%** of respondents find the advertisements **valuable** and relevant, affirming the magazine's role as an effective platform for advertisers.

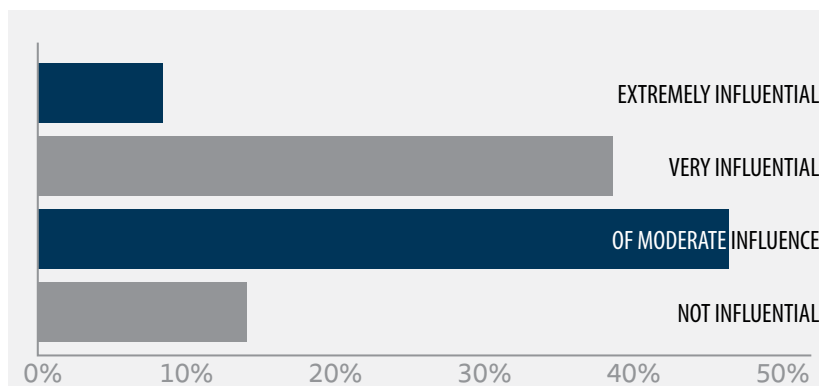


**Advertising in Poultry Bulletin is recognised as both valuable and influential, as underscored by our recent reader research**

**With its readership comprising senior decision-makers in the poultry industry, Poultry Bulletin stands as an indispensable platform for reaching these pivotal influencers**

## Influence

**88%** 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 2024

# About our readers

Source: *Poultry Bulletin* reader research November 2024

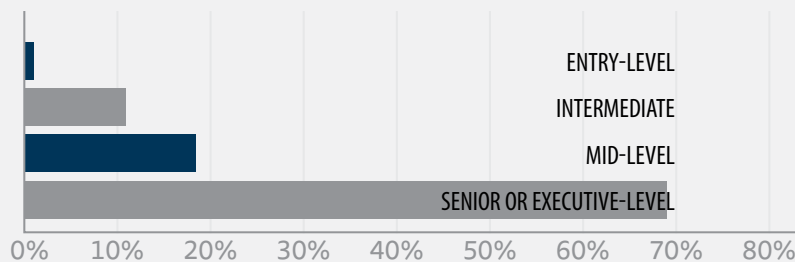
## Demographics

- Readers are predominantly aged between 45 and 64 years (55.9%).
- *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.

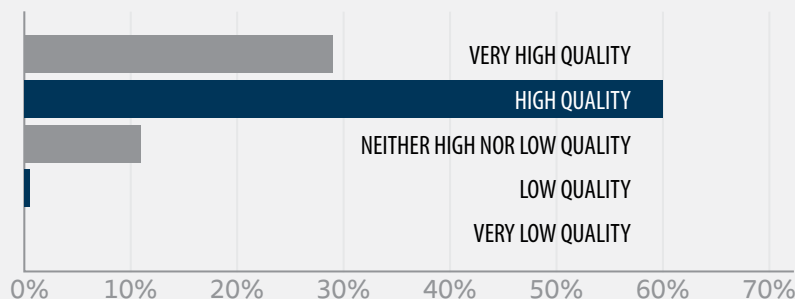
## How our readers feel about *Poultry Bulletin*

- The magazine's impeccable trust ratings offer a credible platform for building brand reputation.
- This year the same proportion of respondents indicated they perceive *Poultry Bulletin* articles as high quality. 2024: 88% vs 2023: 88%.
- The trustworthiness of *Poultry Bulletin* remains impeccable, with 100% of readers affirming the trustworthiness of the magazine, unchanged over the last three years.

### SENIORITY AT WORK

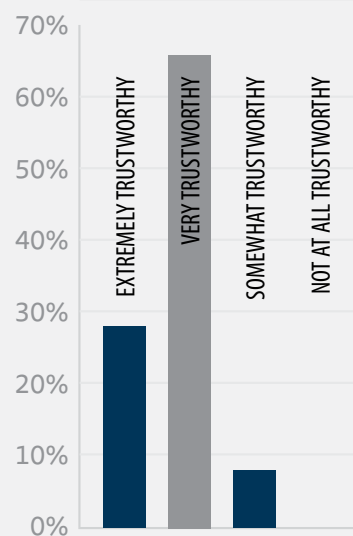


### QUALITY



### TRUST

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



**"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, *Poultry Bulletin***



# Deadlines

Advertorial booking deadline	Advertising booking deadline	Advertising material due	Print & distribution
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## Issue 24 — February/March 2025

03-Jan	09-Jan	17-Jan	05-Feb
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## Issue 25 — April/May 2025

27-Feb	06-Mar	14-Mar	04-Apr
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## Issue 26 — June/July 2025

26-Apr	06-May	13-May	03-Jun
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## Issue 27 — August/September 2025

30-Jun	07-Jul	14-Jul	04-Aug
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## Issue 28 — October/November 2025

30-Aug	06-Sep	13-Sep	04-Oct
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## Issue 29 — December 2025/January 2026

28-Oct	07-Nov	14-Nov	02-Dec
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*We reach the entire value chain, from small co-ops & contract growers, to massive integrated producers*



# Technical details

## Ad material specifications

Please supply material in PDF/X-1a format, in CMYK colour and 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 guide on following pages

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

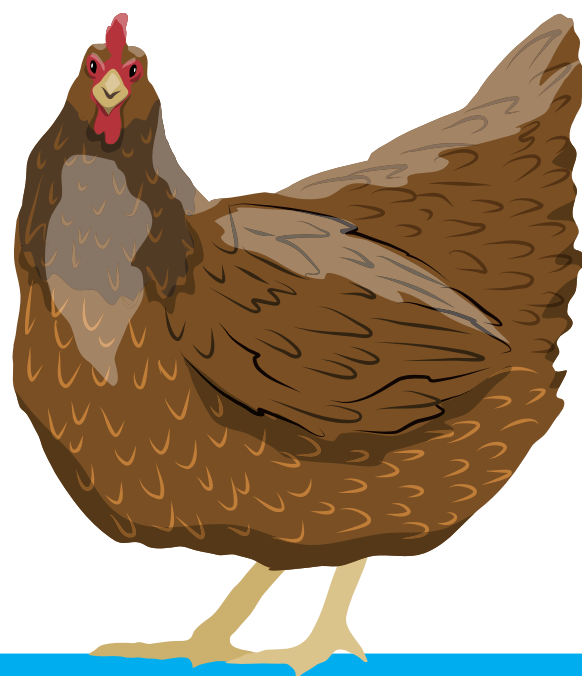
- All advertising material is configured to the trim specified, and that bleed is added during setup (not after setup).
- Artwork is saved as CMYK.
- All PDFs are supplied in pdf/x-1a format.
- Logos, text or other important graphics are at least 10mm from edges.
- No overprint is used in supplied artwork.
- Fonts used in material are converted to outlines.

### Please note:

- All inside pages of *Poultry Bulletin* are printed on uncoated paper stock.
- Non-CMYK colours will be converted using standard LAB value equivalents.
- Ads not conforming to correct size will be resized to fit.

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.



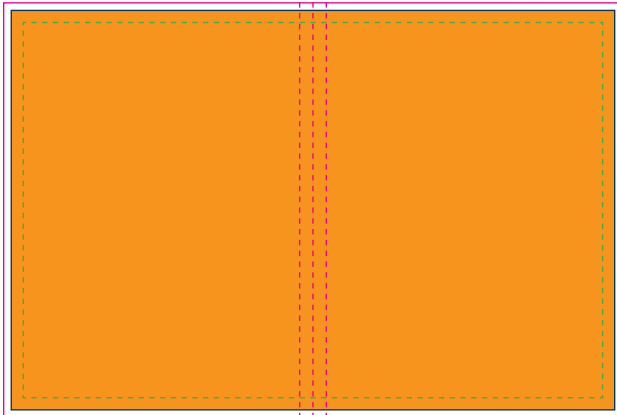
## Delivery

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.

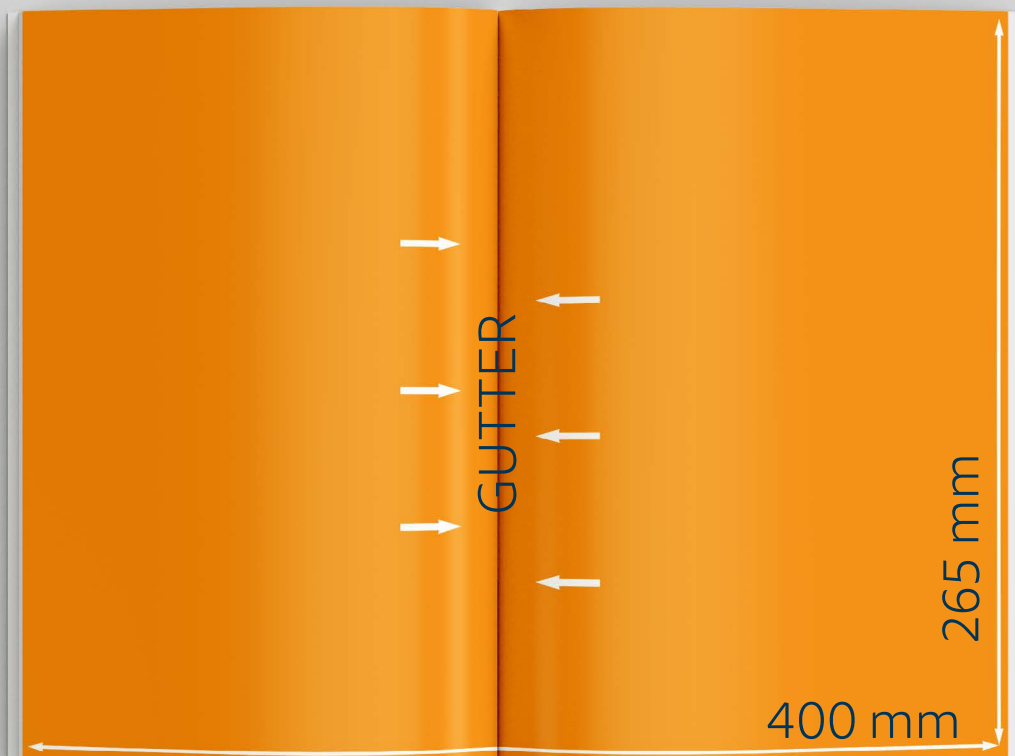
# Ad material specifications



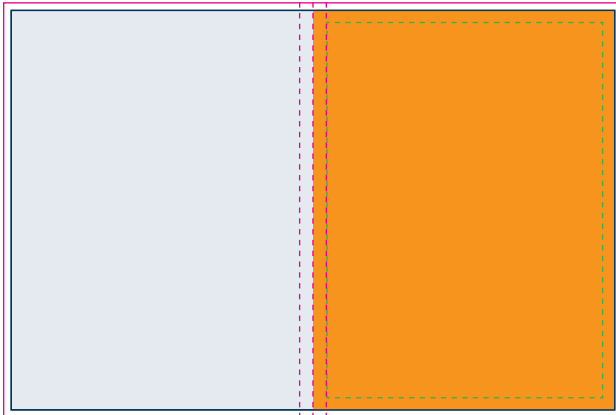
## DOUBLE PAGE

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




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



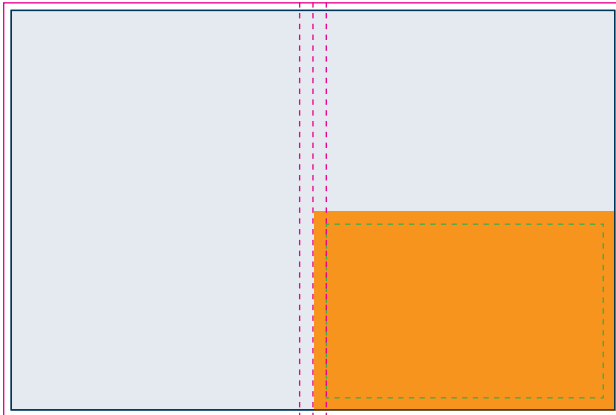
## FULL PAGE

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 <b>Trim</b>	200 mm	265 mm
 <b>Type area</b>	180 mm	249 mm




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)

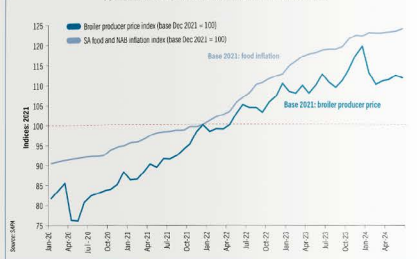
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 <b>Bleed</b>	210 mm	141 mm
 <b>Trim</b>	200 mm	131 mm
 <b>Type area</b>	180 mm	115 mm

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

### MEMBERS' NOTICEBOARD

## GOOD NEWS AT LAST FOR SA POULTRY

### TOTAL BROILER-PRICE REALISATION: FRESH AND FROZEN



There is no such thing as a free lunch in multiple factors affecting South Africa's poultry industry. These are celebrated in commentary in SA's key market signals report for the quarter to June 2024.

"In servicing the poultry industry, we are almost never able to report several pieces of positive market news in a single quarter, but over the past few months the rand has strengthened, electricity supply has improved, fuel prices have dropped, food prices in inflation is cooling, the winter months remained HPAI-free; imports are still constrained by avian influenza in other

countries. E1 Nfo is giving way to La Nfo, interest rates look set to start dropping; grain prices have tempered a little, and the Government of National Unity may actually shake up service delivery in a number of important sectors. Even the rumoured shortage of potatoes has been debunked by Potatoes SA.

"Of course, it's not all roses out there – but it makes a change to have some good news to report," readers were told. The report noted that high feed prices had put poultry producers under enormous pressure in 2022 because feed costs could not be recovered in chicken sales. Feed prices had dropped from mid-2023. In the first half of 2024,

the year-on-year increases of both feed and broiler producer prices had tracked downwards, with producer prices "remaining (just) in positive territory".

Broiler producer prices had dropped sharply in the first quarter of 2024 because of oversupply as production recovered after the 2023 bird flu outbreaks. Prices improved slightly in the second quarter.

It also noted that chicken price increases had been consistently below the food-inflation rate for the past five years. Chicken meat had contributed less to food-price inflation than dairy products, eggs, cereals, oils, vegetables and fish, the report said. ■



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### MEMBERS' NOTICEBOARD

## Cull-trade sales top a million again

South Africa's cull trade – the sale of live chickens from poultry farms – has seen another million birds per quarter for the first time since the end of 2022.

The chickens are intended for the informal market, and the cull trade is a feature of the South African poultry business. Older birds are sold live off farms to traders who distribute them in townships across the country.

Since the country's first bird-flu outbreak in 2017, the cull trade has been regulated because of the risks when live birds are transported.

The number of birds traded fell dramatically last year following the country's worst outbreak of bird flu. Cull trade sales reached 1.5 million in the last quarter of 2023, but dropped to 454 000 a year later.

Sales have recovered this year, from 692 000 birds in the first quarter to 935 000 in the second quarter and then 1.2 million in the third quarter. ■

### RECONCILIATION OF TRADER STATISTICS

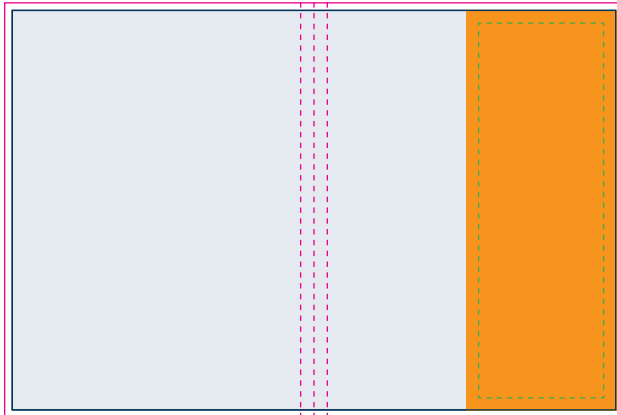
Province	Chickens at start	Chickens bought	Chickens sold	Chickens remaining	Number of farms
Eastern Cape	0	312 146	312 126	0	9 013
Free State	50	20 207	20 280	0	71
Gauteng	800	373 676	364 764	4 102	5 410
KwaZulu-Natal	112 400	317 369	429 381	0	378
Limpopo	0	26 526	26 280	55	130
Mpumalanga	0	4 616	4 425	0	161
North West	0	38 615	38 480	0	129
Northern Cape	0	0	0	0	0
Western Cape	868	10 513	20 732	4 463	237
<b>Total</b>	<b>113 118</b>	<b>1 118 066</b>	<b>1 220 387</b>	<b>4 613</b>	<b>6 006</b>

Source: SARA




131 mm

200 mm

# Ad material specifications



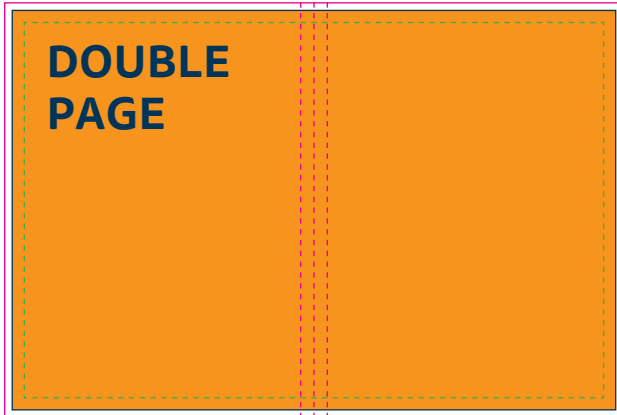
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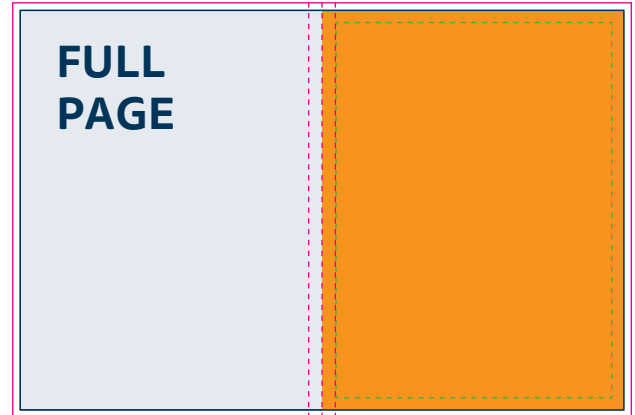
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# Ad material specifications

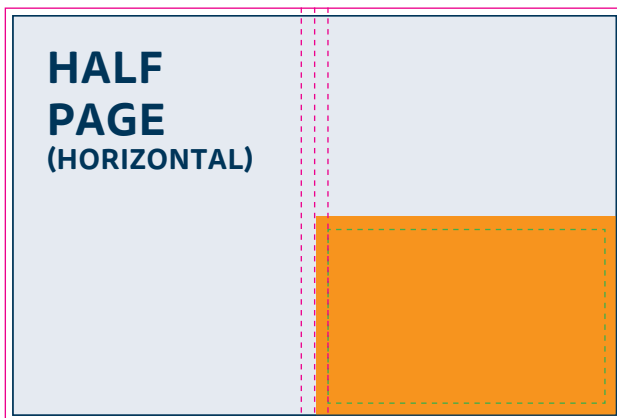


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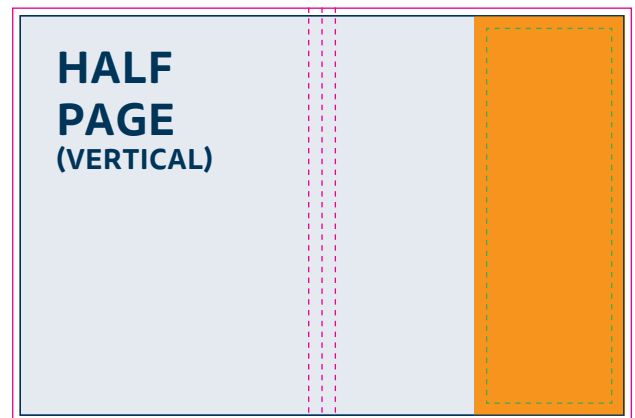


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□ <b>Type area</b>	80 mm	249 mm

# 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)