

# Poultry Bulletin

OFFICIAL MAGAZINE OF THE SOUTH AFRICAN POULTRY ASSOCIATION

2022 RATE CARD  
From Issue 9, August/September 2022

## Secure your spot in Poultry Bulletin!

The award-winning Poultry Bulletin is an easy-to-read, modern magazine packed with information, success stories, real people, investigations and analysis of the issues that are important to everyone in the poultry industry in South Africa. It won silver and bronze awards for excellence at the SA Publication Forum Awards.

Every issue is built around a central theme, from Trade, Health and Sustainability to Feed, Technology, Transformation and more. We include the voices of industry experts and feedback from farmers across the spectrum of the sector.

At a time when our reality still includes Covid-19 and the restrictions it imposes on events and gatherings, Poultry Bulletin provides that essential platform where industry issues, concerns, and achievements are unpacked, addressed and showcased.

Our industry is proud to be the largest contributor to South Africa's agricultural sector, and your voice is important. Poultry Bulletin will amplify that voice so that it is heard in every corner of the country.



## The all-new magazine is...

**Authoritative** – We analyse events with an insider's view, rather than printing news you can find elsewhere.

**Practical** – We share advice on issues and challenges faced by farmers.

**Straight-talking** – We'll never confuse you with jargon or unnecessary technical lingo – clarity is the aim.

**Real** – We ensure that readers see themselves reflected in the content.

**Relevant** – We print the right news and analysis at the right time.

**Inspiring** – We tell stories of the industry moving forward.

**Authentic and engaging** – Our content connects you to the rest of the industry, generating ongoing interaction and discussion.

## Ready to promote your brand? Start right here.

Poultry Bulletin is a powerful publication for you to promote your brand with ads and advertorials. **Call Louisa** to book your advertising positions, or ask us to propose 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

# Ad rates

POSITION	STD RATE (ZAR)	LESS DISCOUNT*	DISCOUNTED RATE
Inside front cover	19 478	974	<b>18 504</b>
Inside back cover	19 478	974	<b>18 504</b>
Outside back cover	22 260	1 113	<b>21 147</b>
Full page	16 695	835	<b>15 860</b>
Half page	11 130	557	<b>10 574</b>
Double page spread	27 825	1 391	<b>26 434</b>
Classifieds	530	-	-
Two-page advertorial	38 955	1 948	<b>37 007</b>
Four-page advertorial	77 910	3 896	<b>74 015</b>

## Added value

- **A 5% multi-placement discount\*** is automatically added when you make a booking for more than one advert or advertorial package.
- **All full page and double-page ads, including special positions and advertorials include one FREE Facebook post and one FREE Twitter post**, which will be published on SAPA's official social media channels.
- **The rate you see (ex VAT) is the rate you'll pay!** There are no hidden commissions or booking fees.

**Most bookings include two FREE social media posts to boost your brand exposure.**

## Value comparison

ADVERTISING UNIT	POULTRY BULLETIN	FARMER'S WEEKLY	LANDBOUWEEKBLAD
Full-page advert	15 860	19 000	41 860
One Facebook post	FREE	5 000	7 799
One Twitter post	FREE	2 100	5 399
<b>Total (ZAR)</b>	<b>15 860</b>	<b>26 100</b>	<b>55 058</b>

**BEST VALUE** →

# 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.



*Poultry Bulletin gives readers an insider's view, with analysis, real advice and essential insights.*

**Melinda Shaw**  
Editor of Poultry Bulletin

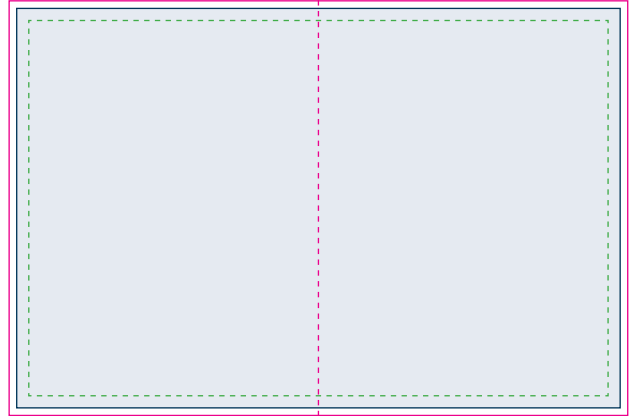
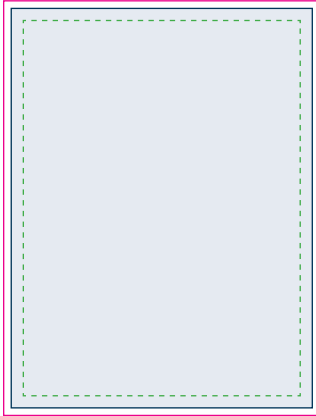
## Production schedule


VOLUME 2	ISSUE 7	ISSUE 8	ISSUE 9	ISSUE 10	ISSUE 11
deadline	apr/may	jun/jul	aug/sep	oct/nov	dec/jan
Advertorial booking cutoff	28 Feb	28 Apr	30 Jun	30 Aug	28 Oct
Advertising booking cutoff	7 Mar	6 May	7 Jul	7 Sep	7 Nov
Advertising material due	15 Mar	13 May	15 Jul	15 Sep	14 Nov
Print & distribution	1 Apr	1 Jun	3 Aug	3 Oct	1 Dec




*We reach the entire value chain, from small co-ops & contract growers, to massive integrated producers.*

# Technical details

## Page sizes



TRIM SIZES (mm)	WIDTH	HEIGHT
 <b>Bleed</b>	210	275
 <b>Trim</b>	200	265
 <b>Type area</b>	180	249

DOUBLE PAGE SPREAD (mm)	WIDTH	HEIGHT
 <b>Bleed</b>	410	275
 <b>Trim</b>	400	265
 <b>Type area</b>	380	249

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.



## 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 Wetransfer 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

Prepare your artwork at the following trim sizes, and please remember to add 5mm bleed on all edges.

TRIM SIZES (mm)	WIDTH	HEIGHT
<b>Double page</b>	400	265
<b>Full page</b>	200	265
<b>Half page (vertical)</b>	100	265
<b>Half page (horizontal)</b>	200	132

### Please ensure that:

- All advertising material is configured to the trim specified, and that bleed is added during setup (not after setup).
- Artwork must be saved as CMYK.
- All PDFs are required to be in pdf/x-1a format.
- Keep logos, text or other important graphics at least 10mm from edges

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



## Questions or comments?

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

- **Editorial:**  
editor@poultrybulletin.co.za
- **Advertising:**  
advertising@poultrybulletin.co.za



## Book or enquire

Space is extremely limited, and allocated on a first-come basis, so reserve your advertising or advertorial positions now, by clicking below.

**Please note that this is a request system only.** It will submit your enquiry to our team, who will follow up with you. It does not guarantee a booking, and any available spaces will be confirmed by our team.

[REQUEST AN AD SPACE](#)



## Social media content

All full page adverts, double page spreads, special positions and advertorials include one free Facebook post and one free Twitter post, which will be published by SAPA on their official social media channels, subject to approval.

When supplying this material, please ensure that copy does not exceed 180 characters and images are either in gif or jpeg format (1200 x 628px), and contain no more than 20% text (including any logos). Please also provide page links and hashtags, as required.

## 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 Associated 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.