

Media Kit 2026

AgriAbout is committed to delivering reliable, insightful content focused on the latest trends, technologies, and competencies essential for sustainable agriculture. Our mission is to support the entire agricultural sector in expanding productivity while conserving valuable resources and time.

About AgriAbout

AgriAbout is a free, monthly digital magazine designed to keep readers informed about the newest innovations in agricultural technology, emerging trends, and the skills needed to address the challenges and opportunities of 21st-century farming. Our publication highlights the people, ideas, and breakthroughs transforming agriculture today. We are dedicated to providing up-to-date, cutting-edge articles on sustainable farming practices and advancements. Our paperless approach not only benefits the environment but also aligns with our prime objective: promoting Sustainable Agriculture for the Future.

Editorial Focus

Practical Farming Advice:

Our content is tailored for both commercial and new farmers, offering actionable guidance to enhance profitability. Articles are scientifically grounded, authored by experts, and presented in an accessible format, reflecting the latest research, solutions, and technologies.

News & Opinion:

We feature key news stories and in-depth analysis of economic and political trends impacting agriculture.

Livestock & Poultry:

Readers gain access to the latest innovations in animal health, breeding, feeding, and grazing, with practical solutions to boost productivity.

Crops:

Specialist-written articles cover plant health, soil management, orchard design, and crop technology, focusing on methods to increase farm efficiency.

Water:

Recognizing water's critical role in agriculture and food security, we provide insights on effective water use and sustainable intensification.

Business:

We cover the full spectrum of agribusiness, from production and processing to distribution, highlighting the economic drivers of farming.

Lifestyle:

Our magazine also explores the lifestyle dimensions of agriculture, including travel, tourism, food, and wine.

Contributors

A diverse team of contributors ensures our content remains current and relevant, sharing expertise and research in digestible articles.

Our Readers

Our readership is broad and engaged, including:

Commercial Farmers:

Focused on profitability and return on investment.

Sustainable Farmers:

Dedicated to minimizing environmental impact.

Young Farmers:

Producers under the age of 45 focused on new technology for farming and maintaining the legacy of the family operation.

Agri Tech Farmers:

Innovators leveraging technology for business success.

Frugal Farmers:

Resourceful individuals navigating economic challenges.

New Farmers:

Ranging from subsistence growers to commercially oriented smallholders.

Lifestyle:

Those passionate about travel, gardening, food, and wine.

Our growing online audience reflects the magazine's commitment to quality and engagement, with a wide range of topics and expert contributors appealing to forward-thinking, solution-driven, and profit-oriented readers from diverse backgrounds.



Statistics & Demographics

Readers



66 000

Distribution



180 Countries

Devices

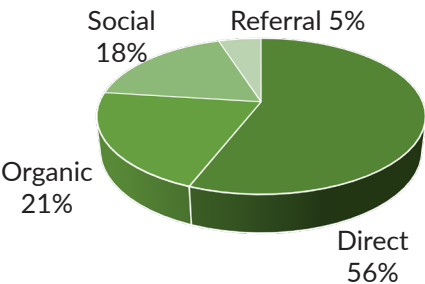


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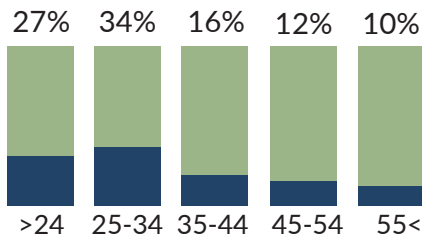
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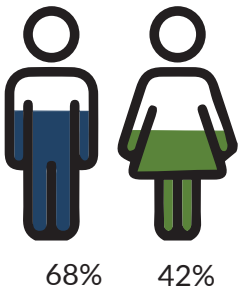
Traffic



Age



Gender



Rate Card

210mm (w) x 297mm (h)

Ribus, tem harum

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Full page

Once-off	R8 400
3 placements	R7 560
6 placements	R6 720
12 placements	R5 880

420mm (w) x 297mm (h)

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Double page spread

Once-off	R16 800
3 placements	R15 120
6 placements	R13 440
12 placements	R11 760

210mm (w) x 297mm (h)

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Inside front / back cover

Once-off	R9 450
3 placements	R8 505
6 placements	R7 560
12 placements	R6 615

210mm (w) x 148mm (h)

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Half page horizontal

Once-off	R4 725
3 placements	R4 305
6 placements	R3 885
12 placements	R3 360

105mm (w) x 297mm (h)

Ribus, tem harum

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Half page vertical

Once-off	R4 725
3 placements	R4 305
6 placements	R3 885
12 placements	R3 360

105mm (w) x 148 mm (h)

Ribus, tem harum

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¼ page vertical

Once-off	R3 675
3 placements	R3 255
6 placements	R2 835
12 placements	R2 415

210mm (w) x 65mm (h)

Ribus, tem harum

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¼ page banner

Once-off	R3 675
3 placements	R3 255
6 placements	R2 835
12 placements	R2 415

210mm (w) x 40mm (h)

Article sponsorship

Lor at quisapleit quasper sperfero quas esequam harchillatur acist, simod eatinvene perio. ExcerferatusArionseed que nonem. Eres pra voluptis nit acian- is ma core nosam aut molorepraest molestiatur? Hendem que ipiet laborrum quat il moluptaquias, te pedio.

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Plus 1 full page ad

Once-off	R10 500
3 placements	R9 450
6 placements	R8 400
12 placements	R7 350

210mm (w) x 60mm (h)

Ribus, tem harum

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P3 banner ad

Once-off	R5 250
3 placements	R4 725
6 placements	R4 200
12 placements	R3 675

Additional Benefits

For All Advertisers

- FREE logo with link to your website on www.agriabout.com home page

For Contract Advertisers

- 3 placements: 10% discount + 1 FREE advertorial/ ad
- 6 placements: 20% discount + 2 FREE advertorials/ads
- 12 Placements: 30% discount + 4 FREE advertorials/ads

Please note: All rates exclude VAT and /or agents' commission and are payable at sign-off of final proof.

Editorial Calendar

News and Opinion, Livestock and Poultry, Crops, Water, Business and Lifestyle articles are also featured in all issues.

Edition	Main Feature	Deadlines		
		Articles	Booking	Material
I53 January	Smart Farming and Data-Driven Decisions: Precision agriculture using sensors, drones, and analytics to improve productivity.	20	23	26
		January 2026		
I54 February	Agri-Finance and Risk Management: Tools and strategies to help farmers manage uncertainty, access credit, and invest in growth.	16	20	23
		February 2026		
I55 March	Youth in Agriculture: Innovation and Opportunity: Showcasing young farmers, agri-entrepreneurs, and training programs for generational renewal.	16	20	23
		March 2026		
I56 April	Smallholder and Communal Farming: Spotighting informal, subsistence, and communal farming practices that feed millions and preserve rural livelihoods.	14	20	24
		April 2026		
I57 May	Post-Harvest Innovation: Storage, packaging, and value adding technologies and models that reduce waste and increase profitability after harvest.	15	20	24
		May 2026		
I58 June	Animal Health and Biosecurity: Veterinary care, disease prevention, and hygiene protocols for livestock and public health.	15	20	25
		June 2026		
I59 July	Energy in Agriculture: Solar, Biogas, and Electrification: Renewable energy solutions that power farms and improve rural sustainability.	15	21	24
		July 2026		
I60 August	Controlled Environment Agriculture: Hydroponics, Aquaponics, and Vertical Farming. Innovative growing systems using minimal land and water	14	20	24
		August 2026		
I61 September	Innovations in Agricultural Technology - Latest advancements in agri-tech: Celebrating women's roles in farming, agribusiness, and rural development.	15	21	24
		September 2026		
I62 October	Agroforestry and Carbon Farming: Integrating trees and crops to improve soil, biodiversity, and carbon sequestration.	15	21	26
		October 2026		
I63 November	Digital Marketplaces and Agri-E-Commerce: Online platforms connecting farmers to buyers, enabling mobile payments and traceability.	13	19	23
		November 2026		
I64 December	Farm-to-Table: Traceability, Branding, and Consumer Trust: Transparent supply chains and storytelling that build trust between producers and consumers.	7	09	11
		December 2026		

Premium Package

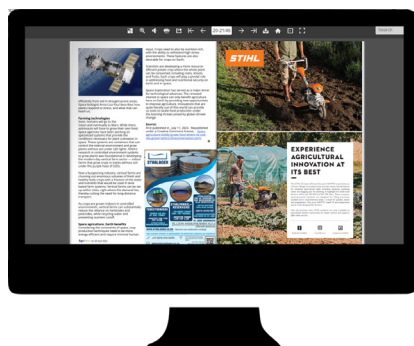
The premium package offers great exposure and value for money. The premium package include the following:

- A full page ad in the magazine
- A full page advertorial in the magazine
- A banner ad and link to your website on the AgriAbout website
- Your logo with a link to your website on the AgriAbout website
- A facebook mention on the AgriAbout facebook page

The premium package is only available on contract for consecutive months..



Website banner



Full page ad



Advertorial

What you get

Description	Value	Size
Full page ad in magazine	R8 400	210mm (w) x 297mm (h)
Full page advertorial in magazine	R8 400	800 words
Banner ad and link on the AgriAbout website	R5 200	1100 x 300 px
Logo with link to your website	R500	336 x 280 px
Facebook mention	R500	
Total value	R23 000	

What you pay

Contract period	Rate per month
3 Months	R15 000
6 Months	R12 000
12 Months	R10 000

Please note: All rates exclude VAT and /or agents' commission and are payable at sign-off of final proof.

NAMPO Cape Visitor's Guide

AgriAbout designs and prints the annual NAMPO Cape Visitor's Guide behalf of Bredasdorp Park NPC.

Contents:

Contains all relevant information needed by visitors and exhibitors during the expo. It includes items such as the program, exhibitors, speakers, program sessions, demonstrations, site and building layouts, visitor facilities, etc.

Format:

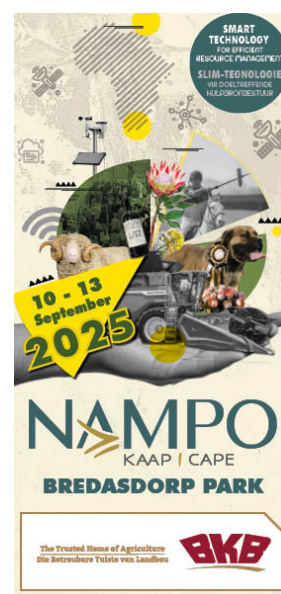
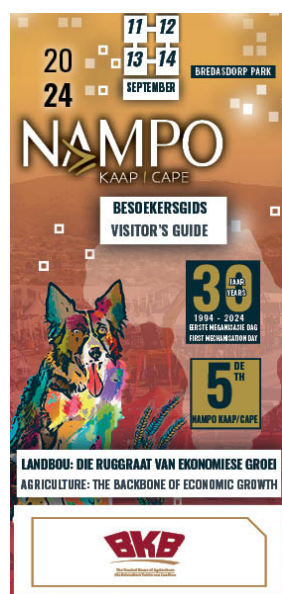
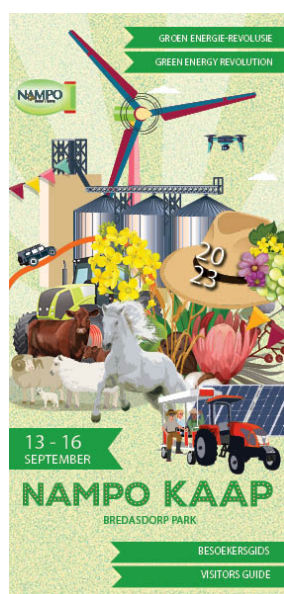
DL size booklet format: 36 pages, printed in full color and stapled.

Circulation:

10 000

Distribution:

At entrance gates, free of charge



Advertising Rates and Sizes

Full page

99mm wide x
210mm high



R15 000

Back cover

99mm wide x
210mm high



R20 000

Inside front cover

99mm wide x
210mm high



R18 000

Double page spread

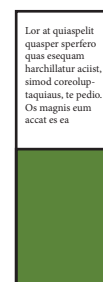
99mm wide x
210mm high



R25 000

Half page

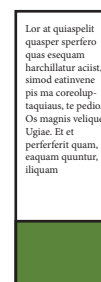
99mm wide x
105mm high



R8 000

Quarter page

99mm wide x
52mm high



R5 000

Please note: All rates exclude VAT and /or agents' commission and are payable at sign-off of final proof.

Audience Engagement and Digital Reach

AgriAbout digital magazine enjoys a steadily growing online presence, reflecting strong engagement from a diverse agricultural audience. Our readers regularly interact with our content through digital channels, including the magazine website, and social media platforms. The magazine's focus on timely, relevant topics and expert contributors encourages high levels of reader interaction, sharing, and feedback.

Key engagement highlights include:

Expanding Readership:

The digital format allows for continuous growth in both local and international audiences.

Active Community:

Readers frequently participate in discussions, share articles, and provide feedback, fostering a vibrant and informed community.

Multi-Channel Reach:

AgriAbout leverages various digital platforms to maximize visibility and accessibility, ensuring content reaches a broad spectrum of the agricultural sector.

This commitment to quality content and digital innovation positions AgriAbout as a leading source of information and inspiration for forward-thinking agricultural professionals.

Contact Us

If you have any queries or special requirements, please get in touch with us. All of our advertising packages are customizable and may be customized to meet your unique requirements and financial constraints.

Being digital also gives you countless chances to extend your marketing strategy by including links to videos, brochures, and other supplementary sources of information.

Chris Kriel

Editor/Marketing Manager

082 788 2467

chris@agriabout.com

Gerda Kriel

Creative Design Manager

072 664 7667

gerda@agriabout.com

www.agriabout.com

AgriAbout Pty Ltd | Reg no 2018/408050/07
Tygerbergforum B, 1st Floor, 53 Willie van Schoor Avenue, Bellville, 7630