

Advertise in AFMA MATRIX 2010

General Information

AFMA MATRIX is a quarterly magazine for the South African animal feed and related industries published by the Animal Feed Manufacturers Association (AFMA). Suppliers to the feed and related industries are invited to advertise related products or services in the 2010 editions of AFMA MATRIX.

Circulation

Seventy-six (76) issues have been published since March 1992. The reaction to AFMA MATRIX, which is the only local magazine for the feed and related industries, remains positive.

The magazine, with a circulation of 2 000 per edition, is distributed to all members of the feed industry (both AFMA members and others), universities, agricultural colleges, technikons, research institutes, CSIR, SABS, relevant government departments, producer organisations, co-operatives, AgriSA, regional agricultural unions, NAFU, day press, other media, producer organisations, raw material suppliers and clients of AFMA members. Hundred and four (104) copies are distributed to individuals, companies and publishers in twenty-one (21) African countries as well as 168 destinations abroad.

Based on an AFMA survey conducted in September 2003, it is estimated that AFMA MATRIX has a monthly readership of ± 6 000. Readers are all involved in the feed and related industries.

Editorials

Editorials cover all aspects of the feed industry, including statistics focusing on the South African feed industry.

Advertisers are welcome to submit editorial on latest developments in the industry. Editorials should be free from promotional content for a specific product or company.

Editorials submitted is evaluated by the Editorial Committee and experts in the industry. Once cleared by the Editorial Committee, it will be placed free of charge.

Advertorials

Articles with promotional content on companies, products or services will be treated as advertisements / advertorials.

Advertorials will be treated as an advertisement and will be charged accordingly.

Publication dates

The magazine is published quarterly in March, June, September and December. Refer to annexure (page 2) for advertising material specifications and deadlines.

Advertising rates for 2010

Information on the 2010 advertising rates is attached.

Booking of advertising space

To book your advertising space for 2010 please complete, fax or mail the attached order form to AFMA. Local advertisers will receive 5% discount for 3 or more repeats in 2010.

Thank you for your contributions during 2009 and we look forward to your continued support in 2010.





Technical specifications of advertising material

| Size | Full Page | Front Cover | Back Cover | Half Page | Quarter page |
|------------|-------------|-------------|-------------|-------------|--------------|
| Trim area | 297 x 210mm | 220 x 210mm | 297 x 210mm | 138 x 210mm | 138 x 95mm |
| Bleed area | 302 x 215mm | 225 x 215mm | 302 x 215mm | 143 x 215mm | 138 x 95mm |
| Type area | 277 x 190mm | 200 x 190mm | 277 x 190mm | 118 x 190mm | 128 x 85mm |

** Please note that advertisements must be submitted in digital format.

- Recommended file types: JPEG or PDF (preferred).
- Original files should be converted/exported to any of the above formats. MS Word documents will not be accepted.
- All files must be 300 dpi and in CMYK. (Black text must be solid black and not in CMYK.)
- PDF files must be optimised for press with images at 300 dpi when producing file (convert fonts to curves/paths).
- Supply on CD if the file size exceeds 5 MB.

Closing dates for bookings and delivery of advertising material

- March edition: 29 January 2010
- June edition: 7 May 2010
- September edition: 25 August 2010
- December edition: 29 October 2010

Enquiries

Editor

De Wet Boshoff

Tel: +27 (0) 12 663 9097

Fax: +27 (0) 12 663 9612

Email: admin@afma.co.za

Editorial Copy

Teresa Struwig

Tel: +27 (0) 12 663 9097

Fax: +27 (0) 12 663 9612

Email: admin@afma.co.za

Technical Information

Gecko Communications - Ronel Bosch

Tel: +27 (0) 12 683 0232

Fax: +27 (0) 86 626 7701

Email: studio@geckocom.co.za

2010 Advertising Rates

Full colour Rate

Front cover.....R12 100

Inside front cover R 6 800

Full page inside.....R 5 800

Half page double page spread (DPS).....R 6 300

Quarter page.....R 2 100

Full colour..... Rate

Back cover R 8 600

Inside back cover R 6 200

Double page spread (DPS)..... R10 650

Half page inside R 3 500

Loose insert (to be supplied)..... R2 600/A4

Conditions:

- Rates include 14% VAT.
- Agent's commission not included.
- Discount for 3 or more placements - 5% for local advertisers.
- All material is subject to approval by the AFMA Editorial Committee.
- Mutual notice of 4 weeks is required for the cessation of "place until cancellation" advertisements.
- Advertisers are responsible to supply material in time for publication.
- Advertisers are responsible for the cost should their ad need to be changed or amended.
- New rates are effective from 1 January 2010.

Delivery / E-mail address for advertising material

AFMA • Attention: Teresa Struwig • First Floor, Embankment Park, 194 Kwikkie Crescent, Centurion 0157

Tel: +27 (0) 12 663 9097 • Fax: +27 (0) 12 663 9612 • Email: admin@afma.co.za

AFMA Matrix Editorial Committee

De Wet Boshoff

AFMA

Executive Director

Nomfuzo Mkhize

AFMA

Dr Erhard Briedenhann

AFGRI Animal Feeds

Chairperson

David Brandt

AFGRI Animal Feeds

Brett Roosendaal

Epol

Eugene Viljoen

Meadow Feeds

Louise du Plessis

Meadow Feeds

Ingrid Gray

NOVA Feeds

Loutjie Dunn

Nutri Feeds



Advertise in AFMA MATRIX 2010 - ORDER FORM

To: Executive Director, AFMA, PO Box 8144, CENTURION, 0046, REPUBLIC OF SOUTH AFRICA • Fax: +27 (0) 12 663 9612

We want to place an advertisement in AFMA MATRIX and will take up the following advertising space during 2010:

| Full colour only | Rate | March | June | September | December |
|---|-----------|--------------------------|--------------------------|--------------------------|--------------------------|
| Front cover..... | R12 100 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Back cover..... | R 8 600 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Inside front cover | R 6 800 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Inside back cover..... | R 6 200 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Full page inside..... | R 5 800 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Double page spread (DPS)..... | R10 650 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Half page double page spread (DPS)..... | R 6 300 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Half page inside | R 3 500 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Quarter page..... | R 2 100 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Loose insert (to be supplied)..... | R2 600/A4 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Company:

Contact person:

Postal address:

Tel: (.....) Fax: (.....)

Email:

Signature:..... Date:

If your material is designed by an advertising agency, please specify contact details:

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