



Advertise in AFMA MATRIX 2012

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 2012 editions of AFMA MATRIX.

Circulation

Eighty (80) 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 4 000 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.

Based on an AFMA survey conducted in September 2003, it is estimated that AFMA MATRIX has a monthly readership of \pm 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 are 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 2012

Information on the 2012 advertising rates is attached.

Booking of advertising space

To book your advertising space for 2012 please complete, fax or mail the attached order form to AFMA. Local advertisers will receive 5% discount for 3 or more repeats in 2012.

Thank you for your contributions during 2011 and we look forward to your continued support in 2012.



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: 3 February 2012
- June edition: 4 May 2012
- September edition: 3 August 2012
- December edition: 2 November 2012

Enquiries

Editor

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 Email: admin@afma.co.za

Editorial Copy

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Technical Information

Gecko Communications - Ronel Bosch
 Tel: +27 (0) 12 683 0232
 Fax: +27 (0) 86 626 7701
 Email: studio@geckocom.co.za

2012 Advertising Rates

Full colour	Rate
Front cover.....	R13 475
Inside front cover	R 9 130
Full page inside.....	R 7 480
Half page double page spread (DPS)	R 7 480
Quarter page.....	R 2 750

Full colour.....	Rate
Back cover	R11 110
Inside back cover	R 9 130
Double page spread (DPS).....	R11 880
Half page inside	R 4 620
Loose insert (to be supplied).....	R4 840/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 2012.

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 Marketing/Promotion Committee

Klaus Oster	ADDCON	De Wet Boshoff	AFMA
Liesl Breytenbach	AFMA	Jaco Truter	Biomin Animal Nutrition
Brett Roosendaal	Rainbow Farms	Erhard Briedehann, Dr	Lynn Phillips Consulting/MIDS
Fouche Langenhoven	Nutri Feeds	Loutjie Dunn	Nutri Feeds
Eugene Viljoen	Meadow Feeds	Andy Crocker	Meadow Feeds
Louise Heramb	Meadow Feeds		



Advertise in AFMA MATRIX 2012 - 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 2012:

Full colour only	Rate	March	June	September	December
Front cover.....	R13 475	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back cover	R11 110	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside front cover	R 9 130	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside back cover.....	R 9 130	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full page inside.....	R 7 480	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Double page spread (DPS).....	R11 880	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half page double page spread (DPS)	R 7 480	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half page inside	R 4 620	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page.....	R 2 750	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loose insert (to be supplied).....	R4 840/A4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Company:

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Contact person:

Postal address:

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

Email:

Company Vat no.:

Signature:..... Date:

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

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