



**POULTRY & LIVESTOCK
REVIEW AFRICA**

MEDIA KIT 2022

AFRICA'S HIGHEST CIRCULATING POULTRY AND LIVESTOCK JOURNAL





POULTRY & LIVESTOCK REVIEW AFRICA



Poultry & Livestock Review Africa is the premier publication and a market leader providing primary source of news and information for poultry and livestock producers and industry allies across Africa. Our print and digital media sources provide up to date information to help livestock and poultry producers effectively run their businesses. PLRA is the most effective way to gain continuous visibility, engage in sustained brand building campaigns and increase traffic to your own website.

The journal analyses sectorial issues including poultry equipment, livestock equipment, poultry Feeds, livestock feeds, breeding and genetics, livestock or poultry hygiene and processing.

The magazine is distributed to farm managers, owners, livestock farmers, poultry and pig producers, dairy farms, feed millers, equipment manufacturers, livestock and poultry associations, veterinarians, nutritionists, ag businesses researchers and academia.

Poultry & Livestock Review Africa is the right venue to help build a brand, increase market visibility, support sales efforts, establish a leadership position in this market, and meet key industry decisionmakers who are ready to buy from you today.

With a print run of 13 500 per issue our magazine reaches an audience of over 42 300 influential authorities and key decision makers through a variety of channels, including an interactive website and print distribution at all major livestock and poultry exhibitions, associations and NGOs.

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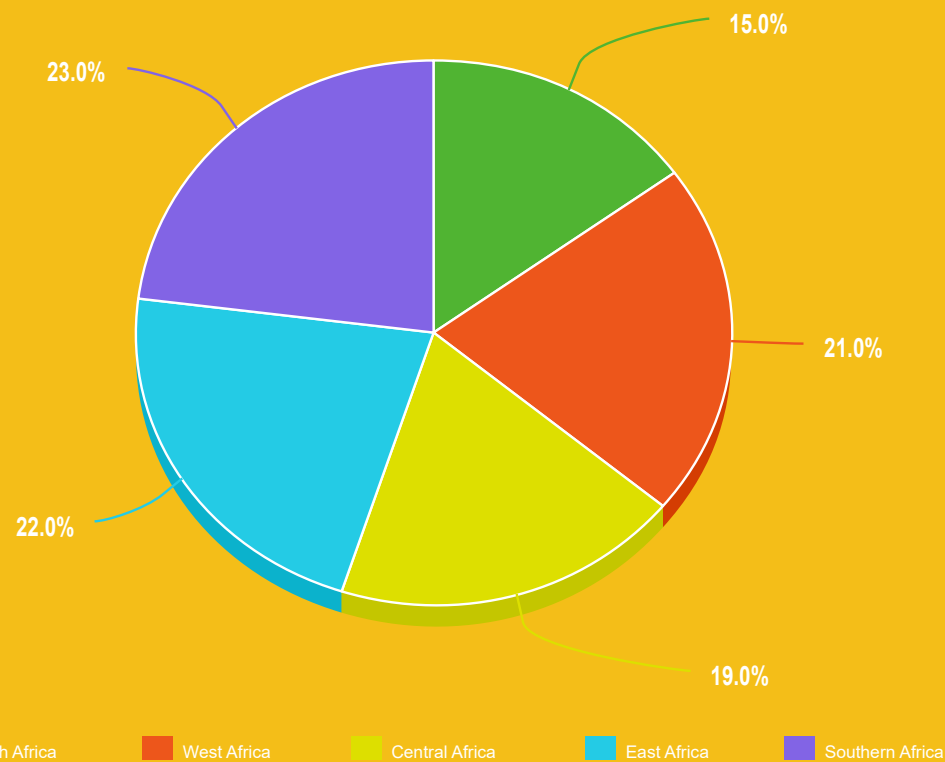
POULTRY & LIVESTOCK REVIEW AFRICA

Statistics

Our Readership

Our Readership spans across the whole industry as we aim to reach everyone involved in the value chain.

- Feed millers
- Feed ingredients & additives manufacturers / distributors
- Animal health manufacturers /distributors / services
- Veterinarians
- Nutritionists
- Breeders
- Farm owners & farm employees
- Animal industry equipment manufacturers / distributors
- Processing companies
- Food retailers
- Marketing & sales managers/representatives
- Importers & exporters
- Researchers & consultants
- Media & associations
- Engineers & technicians



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EDITORIAL CALENDAR 2022



**POULTRY & LIVESTOCK
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JANUARY - MARCH

Poultry equipment, Farm equipment manufacturer, Dairy farming equipment, Animal transport, Heating, ventilation and cooling systems for poultry - and dairy farms, Pig equipment, Egg handling, Meat processing, Animal handling equipment, Breeding and genetics, Feeds ingredients and additives, Poultry and Livestock, Silage wrap & Grain handling equipment

Space close:

22 / Jan / 2022

Material due:

25 / Jan / 2022

Distribution:

01 / Feb / 2022

APRIL - JUNE

Farm equipment manufacturer, Poultry equipment, Poultry and Livestock feeds, Dairy farming equipment, Animal transport, Heating, ventilation and cooling systems for poultry - and dairy farms, Pig equipment, Egg handling, Meat processing, Animal handling equipment, Breeding and genetics, Feeds ingredients and additives, Silage wrap & Grain handling equipment

Space close:

22 / Mar / 2022

Material due:

25 / Mar / 2022

Distribution:

01 / Apr / 2022

JULY - SEPTEMBER

Barn equipment, Poultry equipment, Poultry processing, Animal welfare, Poultry and Livestock feeds, Feed milling equipment, Feeds supplements, Livestock equipment, Husbandry housing, Egg equipment, Livestock and poultry slaughtering equipment, Animal flooring, Animal and poultry nutrition, Pharmaceutical ingredients, Laboratory testing equipment, Feeds ingredients and additives, Silage wrap & Grain handling equipment

Space close:

22 / Jun / 2022

Material due:

25 / Jun / 2022

Distribution:

01 / Jul / 2022

OCTOBER-DECEMBER

Animal health, Barn equipment, Poultry equipment, Poultry processing, Animal welfare, Poultry and Livestock feeds, Feed milling equipment, Feeds supplements, Livestock equipment, Husbandry housing, Egg equipment, Livestock and poultry slaughtering equipment, Animal flooring, Animal and poultry nutrition, Pharmaceutical ingredients, Laboratory testing equipment, Feeds ingredients and additives, Silage wrap & Grain handling equipment

Space close:

22 / Sept / 2022

Material due:

25 / Sept / 2022

Distribution:

01 / Oct / 2022



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Rate

- ... Includes Production of Artworks
- ... Excludes VAT
- ... Excludes Agency Commissions
- Pull out supplement Available on Request
- Publishing Deadlines
- Booking: 2 weeks prior to publishing date
- Artwork: 1 week prior to publishing date

Material Requirements

If we are designing your artwork we require a brief via email or Word document. Images and logos supplied must be 300dpi, CMYK, PDF, JPG. We cannot use images from Word or web sites for print. A proof for approval will be sent by email.

Bleed: Allow 5 mm on all sides of trim size for full page or spread adverts

ADVERTISING TERMS AND CONDITIONS

All booking instructions must be made in writing: A signed booking form, Order Authorisation or Copy Instruction will be accepted. All new designs include 2 Revisions thereafter artwork will be charged at our hourly rate. Cancellations will only be accepted in writing, a 40% fee will be applicable for any cancellation. Black Heart Worx (Publishers) will not be held responsible for slight variations in colour on printed advertisements as a result of the printing process.

2022 ADVERTISING RATES

Double Page



Trim 425x297mm
Bleed 10mm
Gutter 15mm
Type Area 180 x 267mm

Full Page



Trim 210 x 297mm
Bleed 10mm
Type Area 180 x 267mm

Half Page



Horizontal: 185 x 135 mm or
Vertical: 91 x 273 mm
Bleed 10 mm

1/3 Page



Advert size 185 x 90 mm
Advert size 65 x 273 mm

Quarter Page



Advert size 91 x 135 mm
Advert size 75 x 210 mm

Advert size	1x edition	2 editions	3-4 editions
Double page	\$2.100/ ZAR 28 400	\$1.785/ZAR21 000	\$1.470/ZAR19 880
Full page	\$1.350/ ZAR 18 500	\$1.012/ZAR13 800	\$945/ZAR12 950
1/2 page	\$960/ZAR 13 800	\$720/ZAR10 350	\$672/ZAR9 660
1/3 page	\$700/ ZAR 9 500	\$525/ZAR7 125	\$490/ZAR6 650
1/4 page	\$550/ ZAR 7200	\$412/ZAR5 400	\$385/ZAR5 040

Prime positions / Special Packages



- Front Page (Magazine Face) – US\$ 2 000 / R 28 000
- Full Page advert
- Full page Editorial
- Three months web banner
- Three months video
- Full Page advert US\$ 1 400 / R 18 500
- Full page Editorial
- Three months web banner
- Three months video
- Front Inside Page– US\$ 1 600 / R 22 400
- Full page Editorial
- Three months web banner
- Three months video
- Back outside Cover – US\$ 1 500 / R 20 200
- Full page Editorial
- Three months web banner
- Three months video



POULTRY & LIVESTOCK REVIEW AFRICA

TECHNICAL SPECIFICATIONS

Accepted Formats: GIF and JPEG, Animated, Flash

Max File Size 1Mb

Max 15 seconds animation or 3 loops

18 frames per second

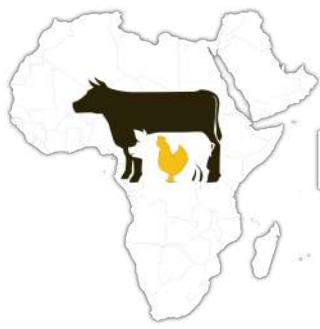
2022 ONLINE RATES

Build your company brand and expose your firm to a growing global audience. A cost effective way of advertising an authoritative information exchange

Banner Size	Units in Pixels	3 months	6 months	9 months
Leaderboard	728 x 90	US\$ 700 / R 10 000	US\$ 1 000 / R 12 600	US\$ 1 630 / R 18 000
Large Rectangle	336 x 280	US\$ 610 / R 6 800	US\$ 950 / R 11 560	US\$ 1460 / R 16 300
Square Banner	125 x 125	US\$ 550 / R 6 200	US\$ 920 / R 10 400	US\$ 1 320 / R 14 880
Wide Skyscraper	160 x 600	US\$ 750 / R 11 500	US\$ 1 140 / R 12 200	US\$ 1 580 / R 17 280
Square Button	250 x 250	US\$ 300/ R4 000	US\$ 420 / R 6 400	US\$ 600 / R 9 100
Pop-under	720 x 300	US\$910 / R 10 500	US\$ 1 540 / R 17 800	US\$ 2 180 / R 25 200

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2022 E-NEWSLETTER RATES

Sent every fortnight on Fridays to databases of our print and digital magazine subscribers plus anyone who has registered online. The e-newsletters contain latest industry news, articles from recent magazines and occasionally extra content such as videos or podcasts.

LEADERBOARD OR Square POSITIONS

Choose the Leaderboard or Box and your brand/product messaging will be included in all e-newsletters sent in the calendar month.

Price: \$215/ ZAR3125 (Leaderboard)

Sponsored Spotlight: 300 x 250 px **\$430/ ZAR6250**

Headline 5-10 words + Copy 75-100 words with image

SPONSORED CONTENT POSITIONS

Available to purchase on an per email basis - pick any week of the month to suit your business marketing needs or a specific product launch. Limited to one sponsored content message per email.

Price per insertion \$875

- All positions are subject to availability. Booking deadline is the Wednesday of the fortnight prior. Material deadline is the Thursday of the Fortnight prior. All rates include full colour, are not commission-bearing and exclude VAT.

MATERIAL FORMATTING

Specs:

- Banner: 760px x 120px
- Rectangle: 800px x 150
- Box: 300px x 300px
- Sponsored Content: Maximum 800px wide plus 150 words
- JPEG or GIF image or PNG format only
- No larger than 5mb
- Note: Not all email providers support .gif animations or video therefore ensure all important messaging appears on the first frame.

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Give your brand a **VOICE**

Contact

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