



Poultry and Livestock Review Africa

2026

Media Kit

AFRICA'S HIGHEST CIRCULATING
POULTRY AND LIVESTOCK JOURNAL

About Poultry and Livestock

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 9 800 per issue our magazine reaches an audience of over 48 300 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

Readership

- Feed mill 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

Poultry & Livestock Review Africa

Aimed at the Africa poultry industry, Poultry and Livestock Review Africa is our multimedia brand providing insight information on all aspects of the poultry livestock business. We provide the latest market and scientific insights on poultry health, diseases, poultry nutrition, hatchery practices and housing. It also keeps you informed on global poultry meat market reports and disease outbreaks through our interactive poultry website and magazine editions



Magazine

4 four times per year
Total database 48 300



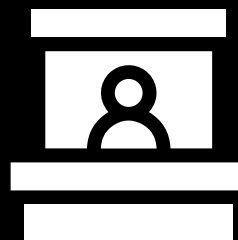
Website

Page views per month:
55 700
Unique visitors per
month: 9 500



Newsletter

Two times a month
Subscribers: 39 780



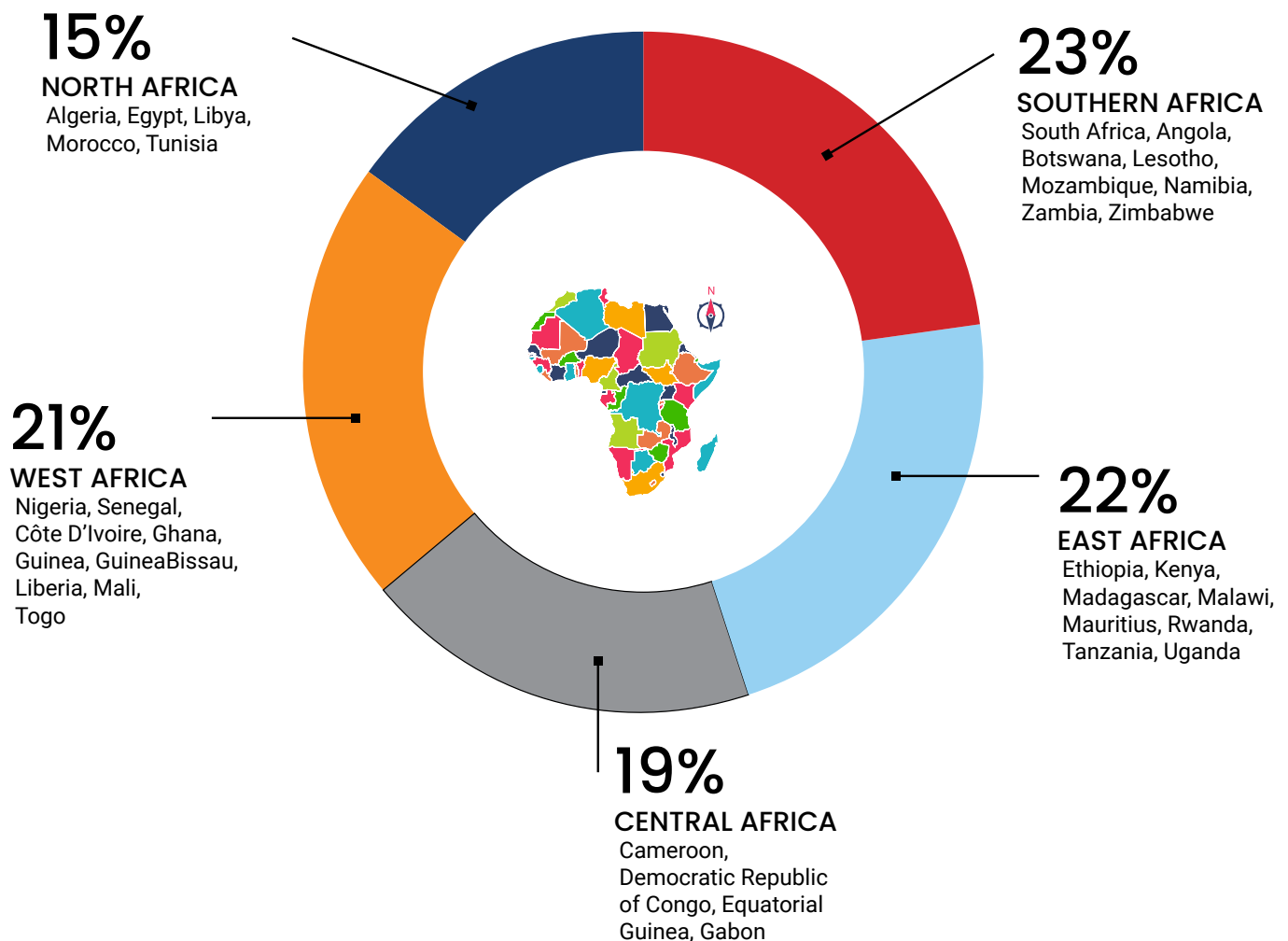
Exhibitions

Conferences
Webinars

Editorial Calender

EDITION	FOCUS
JANUARY-MARCH	• Poultry equipment • Farm equipment • Manufacturer • Dairy farming equipment • Vaccine Technology & Disease Prevention • Heating, ventilation and cooling systems for poultry and dairy farms • Pig equipment • Feed Formulation & Nutrition • Meat processing • Animal handling equipment • Breeding and genetics • Feeds ingredients and Additives • Smart Poultry Farming
APRIL-JUNE	• 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
JULY-SEPTEMBER	• 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

EDITION	FOCUS
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



Advertising Rates

ADVERT SIZE	1 EDITION	2 EDITIONS (per edition)	3-4 EDITIONS (per edition)
Quarter Page	\$700 / R 12 500	\$525 / R 9 400	\$490 / R 8 800
Half Page	\$940 / R 17 000	\$720 / R 13 000	\$670 / R 12 000
Full Page	\$1 400 / R 25 500	\$1 200 / R 21 800	\$940 / R 17 000
Front Cover	\$2 800 / R 48 000	\$ 2 200 / R 40 000	\$1 700 / R 31 000

E-Newsletter

39,780 qualified subscribers

ADVERTISING OPTIONS

1. Leaderboard Banner : \$710 / R 12 800 per month
2. Super Banner : \$ 620 / R 11 300 per month
3. Sky Scraper Banner : \$ 680 / R 12 200
4. Square Banner : \$ 350 / R 6 200
5. Featured Article: \$650 / R 11 800
6. Stand Alone Newsletter :\$1 200 / R 20 000



www.poultryandlivestockafrica.com

October-December 2024 Issue 38

SANDIMET® Liquid Methionine

SANDIMET® 生宜美

Better Product, Better Nutrition

A highly efficient liquid methionine for challenging feed costs.

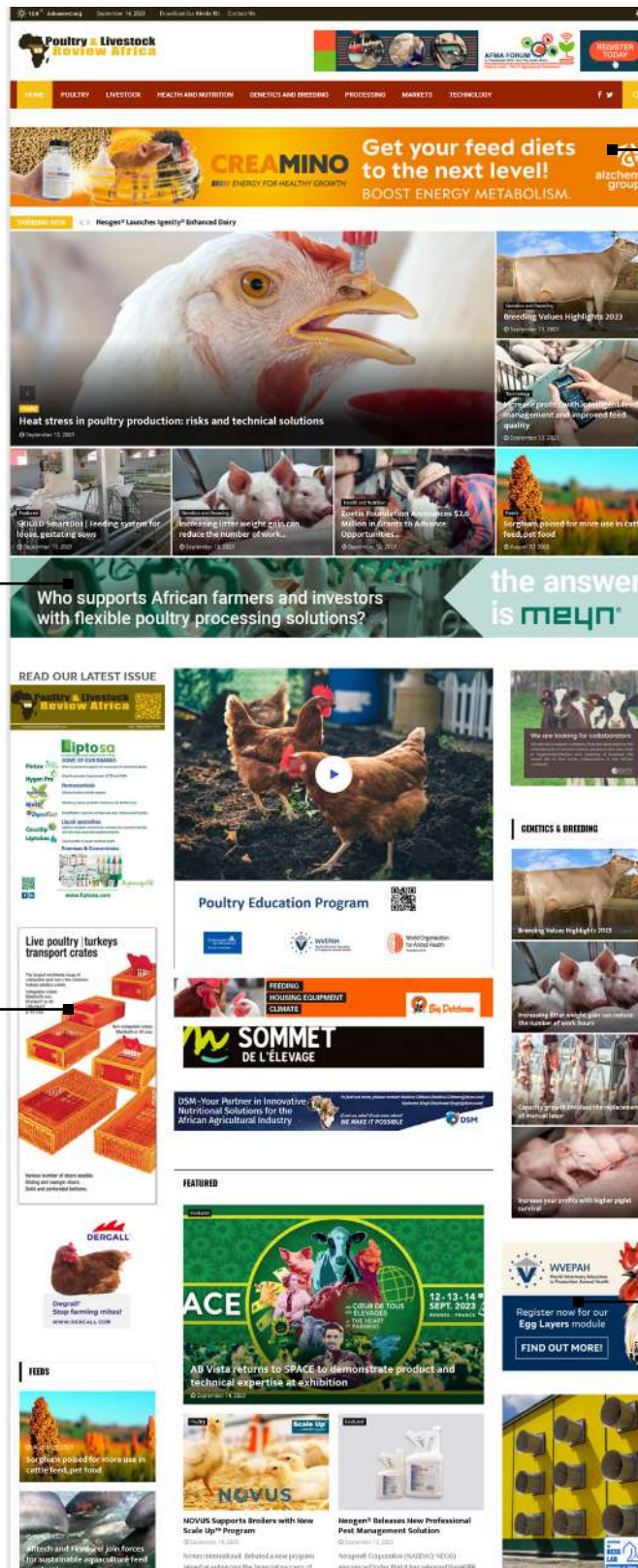
- Provide clear benefits for your animals and operation.
- NHU will introduce SANDIMET® Liquid Methionine in 2025, offering you easy cost control and a comprehensive solution, anytime, anywhere.

Follow us on:

Visit us on: www.cnhu.com/en

Telephone: 86-575-86296976

Email: Marketing@cnhu.com / f.bingfeng@cnhu.com



Leaderboard
\$680/ R 12 200

Super banner
\$650 / R11 800

Large Rectangle
\$350 / R6 200

Square banner
\$200/ ZAR 3 800

TECHNICAL SPECIFICATIONS

Accepted Formats: GIF and JPEG, Animated, Flash Max

File Size 1Mb Max 15 seconds animation or 3 loops 18 frames per second

SPECIFICATIONS

- 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 5m
- Note: Not all email providers support .gif animations or video therefore ensure all important messaging appears on the first frame

Advertising Terms

1. All copy for advertisements or other paid-for material is subject to the approval of BTC MEDIA. We reserve the right to decline or cancel any such items, even if ordered and paid for, without stating any reasons, and/or making modifications necessary to any advertisements or other paid-for material in order to maintain the publication's standards.
2. Every effort will be made to avoid errors, but no responsibility will be accepted for any mistakes that may arise in the course of the publication of any advertisements or other paid-for material. BTC MEDIA accepts no responsibility for slight variations in color in the reproduction of advertisements or editorial photographs.
3. Advertisers must ensure that the content of the advertisement or other paid-for material complies with all legal requirements. The advertiser shall further indemnify BTC MEDIA in respect of any claims, costs and expenses that may arise from anything contained within the advertiser's advertisements or other paid-for material and published on the advertisers' behalf.
4. No guarantee is given that advertisements or other paid-for material will be placed in any specified position on any specified page, without written agreement. No guarantee is given on the results of any advertising booked in our printed publications, supplements, websites or email newsletters unless expressly stated and agreed in writing.
5. It is the advertiser's responsibility to supply the artwork to BTC MEDIA within the deadlines stated on BTC MEDIA's confirmation letter/email. If material is not forthcoming, BTC MEDIA reserves the right to repeat old material or to charge the client for the advertisement without it appearing. Advertising material must be supplied in digital formats, as stipulated by BTC MEDIA.
6. The placing of an order or contract for insertion into the magazine, whether in writing, email, verbal or telephone instruction, will be deemed an acceptance of each and all of the above conditions.

Payment Terms

1. Payment must be made within 30 (thirty) days from the date of BTC MEDIA's invoice.
2. If payment has not been received within the 30-day period, BTC MEDIA will contact you by email, telephone, fax or post advising you that you have 7 days for full remittance.
3. If BTC MEDIA does not receive a payment within this specified 7-day period, the debt will be forwarded to our Solicitors and additional charges will be added.

Cancellation Terms

- All cancellations will incur a 75% cancellation fee on all advertising booked.
- If a series of more than one advertisement is booked, there will be a 75% cancellation fee on the whole series of bookings.

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, or JPG. We cannot use images from Word or websites for print. Proof for approval will be sent by email.



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