

NWK

Arena

2023 Rate card**1 January 2023 - 31 December 2023**

Who is NWK?

NWK is a leading agricultural business that has been participating successfully in the grain and food value chain of Southern Africa, mainly in North West, for more than a century.

The business activities of the NWK Group include mainly: **Input supply, Agricultural Management Services, Grain Services, Financing and Insurance and Financial Services.**

NWK Arena

TARGET MARKET

Active commercial producers, shareholders and clients of NWK as well as other role-players in commercial agriculture.

DISTRIBUTION METHOD

1. The magazine gets distributed at the NWK head office, NWK Retail stores, NWK silos, NWK Mechanisation operation points and NWK & IP Makelaars (Insurance) offices.
2. Readers can sign in for free to receive the customer magazine via mail.
3. The magazine is also available in flipbook format on the NWK Arena website (www.nwkarena.co.za).

DISTRIBUTION AREA

Mainly in North West. Also in Limpopo (Alma), Gauteng (Petit, Randfontein) and Free State (Bothaville, Hoopstad, Bultfontein).



FREQUENCY

Bi-monthly (Feb, Apr, Jun, Aug, Oct, Dec)

PRINTING ORDER

4 800

LANGUAGE

Afrikaans and English

INTEGRATED PRINT AND DIGITAL PLATFORM

Some of the magazine articles and other articles that are published in-between editions on the NWK Arena website (www.nwkarena.co.za) are also shared on the NWK Facebook page.

NWK has 11 680 Facebook followers.

Expand your business footprint even more, by also advertising on the NWK Arena website. **For more information on the NWK Arena website advertisement options, see page 3 and 4.**

Advertisement bookings and material

Schmiltz Marketing

Ruth Schultz

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ruth@schmiltz.co.za

Rates and sizes

Size of advert		Rate	Trim	Bleed	Print
Full Page: Outside Back Page, Inside Back Page and Inside Front Page		R12 900	210 mm (W) x 297 mm (H)	216 mm (W) x 303 mm (H)	190 mm (W) x 277 mm (H)
Full page		R12 900	210 mm (W) x 285 mm (H)	216 mm (W) x 291 mm (H)	186 mm (W) x 261 mm (H)
Half page (Horizontal)		R8 600	210 mm (W) x 138 mm (H)	216 mm (W) x 144 mm (H)	186 mm (W) x 118 mm (H)
Half page (Vertical)		R8 600	105 mm (W) x 285 mm (H)	111 mm (W) x 291 mm (H)	85 mm (W) x 265 mm (H)
Third page		R6 400	70 mm (W) x 297 mm (H)	76 mm (W) x 303 mm (H)	60 mm (W) x 277 mm (H)
Quarter page		R4 800	105 mm (W) x 148 mm (H)	111 mm (W) x 154 mm (H)	95 mm (W) x 135 mm (H)
Strip advert		R3 900	210 mm (W) x 59 mm (H)	216 mm (W) x 65 mm (H)	195 mm (W) x 47 mm (H)
Double page spread		R23 600	See full page specifications		
Advertorials	Full page	R9 000	The layout of advertorials is done by the publisher. Send text, photos and logos to ruth@schmiltz.co.za		
	Half page	R5 500			

*Rates exclude VAT and include agency commission.

*Discount on series bookings.

*All advertisement material and articles are subject to approval by NWK.

Features and deadlines

Issue	Themes	Features	Bookings	Editorial	Advert Material	Distribution
Jan/Feb	General		05 Dec 2022	07 Dec 2022	09 Dec 2022	10 Feb 2023
Mar/Apr	Farm workshop and NAMPO	Building material, tools, hardware, fencing material, PPE equipment and clothing etc.	09 Feb 2023	13 Feb 2023	15 Feb 2023	04 Apr 2023
May/Jun	Animals	Nutrition, health, poultry, wildlife, hunting and outdoor life etc.	30 Mar 2023	03 Apr 2023	05 Apr 2023	26 May 2023
Jul/Aug	Ready, steady, plant	Tyres, batteries, diesel, petrol, gas, oil, lubricants, implements and parts, seed, fertiliser, lime etc.	14 Jun 2023	19 Jun 2023	21 Jun 2023	07 Aug 2023
Sep/Oct	In and around the house	Soaps and detergents, housewares, dog food and accessories, garden seed, garden equipment/tools, household pesticides and herbicides etc.	11 Aug 2023	15 Aug 2023	17 Aug 2023	04 Oct 2023
Nov/Dec	Outdoors	Outdoor activities and equipment, tyres, vehicles etc.	09 Oct 2023	11 Oct 2023	13 Oct 2023	29 Nov 2023



ADVERTISING RATES: NWK ARENA WEBSITE

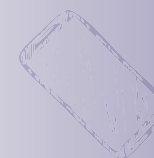
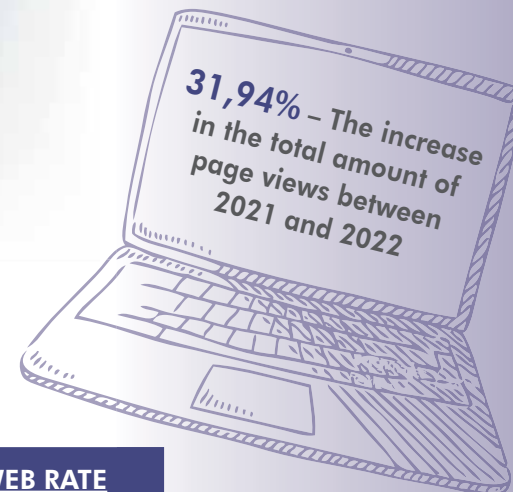
www.nwkarena.co.za

See web zone layout on page 4

Zone	Page	Description of advertising space	Size of advert (W x H)	WEB RATE WEB ONLY (per month)	SPECIAL WEB RATE MAGAZINE AND WEB* (per month)
1	Home page	Banner next to NWK Arena logo (Can be seen on every page on top)	728 x 90 pixels	R8 000	R5 650
2	Home page	BLOCK ADVERT On top of Facebook on the right-hand side	340 x 470 pixels	R6 950	R4 900
3	Home page	Banner at the bottom of the home page, just before sponsored content	970 x 90 pixels	R5 900	R4 100
4	Article zone (Option A)	BLOCK ADVERT Advertisement to be placed on top on the right-hand side of ALL articles	345 x 215 pixels	R8 000	R5 650
	Article zone (Option B)	BLOCK ADVERT Advertisement to be placed on top on the right-hand side of ONE page's articles	345 x 215 pixels	R5 900	R4 100
5	Magazine	BLOCK ADVERT Vertical advert on the right-hand side of the page	345 x 550 pixels	R4 800	R3 400
6	Home page	Digitorial	Max 500 words article, max 2 photos and a company logo	R5 900	R4 150
	Home page	Video/Podcast	Video OR podcast with a heading and short description what the video or podcast is about	R5 900	R4 150

- Rates exclude VAT and agency commission.
- Discount applies for web series bookings (if you only want to advertise on the web and not in the magazine).
- Advertiser to supply material according to specifications as mentioned above.
- Artwork must preferably not exceed 100 kB.
- If a banner advertisement should link up to a website, please supply the URL link together with the final artwork.
- All advertising material is subject to approval by NWK.

*When you advertise in the magazine and on the website, you receive discount on the web advertisement.



nwkarena.co.za

Deadlines

Bookings: End of first week of previous month

Material: End of second week of previous month

WEB ZONES

Zone 1

Home page: <https://www.nwkarena.co.za/>



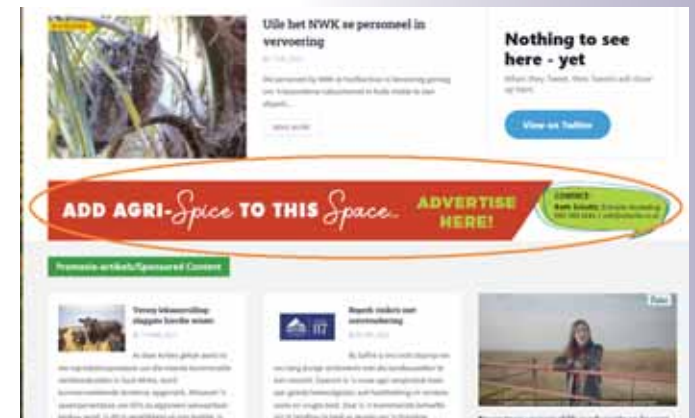
Zone 2

Home page: <https://www.nwkarena.co.za/>



Zone 3

Home page: <https://www.nwkarena.co.za/>



Zone 4

Article zone: <https://www.nwkarena.co.za/2023/08/07/>



Zone 5

Magazine: <https://www.nwkarena.co.za/tydskrif-magazine/>



Zone 6

Home page: <https://www.nwkarena.co.za/>

