

NWK

Arena

2022 Rate card

1 January 2022 - 31 December 2022

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 and Gauteng (Petit and Randfontein)



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 10 264 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

083 583 5243 | 081 480 6413

ruth@schmiltz.co.za

1 January 2022 - 31 December 2022

Rates and sizes

Size of advert	Rate	Trim	Bleed	Print
Full Page: Outside Back Page, Inside Back Page and Inside Front Page	R12 300	210 mm (W) x 297 mm (H)	216 mm (W) x 303 mm (H)	190 mm (W) x 277 mm (H)
Full page	R12 300	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 200	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 200	105 mm (W) x 285 mm (H)	111 mm (W) x 291 mm (H)	85 mm (W) x 265 mm (H)
Third page	R6 100	70 mm (W) x 297 mm (H)	76 mm (W) x 303 mm (H)	60 mm (W) x 277 mm (H)
Quarter page	R4 600	105 mm (W) x 148 mm (H)	111 mm (W) x 154 mm (H)	95 mm (W) x 135 mm (H)
Strip advert	R3 700	210 mm (W) x 59 mm (H)	216 mm (W) x 65 mm (H)	195 mm (W) x 47 mm (H)
Double page spread	R22 500	See full page specifications		
Advertorials	Full page	R8 600	The layout of advertorials is done by the publisher. Send text, photos and logos to ruth@schmiltz.co.za	
	Half page	R5 200		

*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		07 Dec 2021	09 Dec 2021	13 Dec 2021	10 Feb 2022
Mar/Apr	Farm workshop and NAMPO	Building material, tools, hardware, fencing material, PPE equipment and clothing etc.	10 Feb 2022	14 Feb 2022	16 Feb 2022	05 Apr 2022
May/Jun	Animals	Nutrition, health, poultry, wildlife, hunting and outdoor life etc.	01 Apr 2022	05 Apr 2022	07 Apr 2022	30 May 2022
Jul/Aug	Ready, steady, plant	Tyres, batteries, diesel, petrol, gas, oil, lubricants, implements and parts, seed, fertiliser, lime etc.	15 Jun 2022	20 Jun 2022	22 Jun 2022	08 Aug 2022
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 2022	15 Aug 2022	17 Aug 2022	03 Oct 2022
Nov/Dec	Outdoors	Outdoor activities and equipment, tyres, vehicles etc.	06 Oct 2022	10 Oct 2022	12 Oct 2022	28 Nov 2022



Arena

ADVERTISING RATES: NWK ARENA WEBSITE

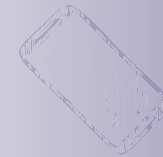
www.nwkarena.co.za

See web zone layout on page 4

Zone	Page	Description of advertising space	Size of advert	WEB RATE WEB ONLY (per month)	SPECIAL WEB RATE MAGAZINE AND WEB*
1	Home page	Banner next to NWK Arena logo	728 x 90 pixels	R7 500	R5 250
2	Home page	Banner at the bottom of the home page, just before sponsored content	970 x 90 pixels	R5 500	R3 850
3	Magazine	BLOCK ADVERT Vertical advert on the right hand side of the page	345 x 550 pixels	R4 500	R3 150
4	Technique	BLOCK ADVERT Vertical advert on the right hand side of the page	345 x 550 pixels	R3 500	R2 450
5	Outdoors	BLOCK ADVERT Vertical advert on the right hand side of the page	345 x 550 pixels	R3 500	R2 450
6	Sponsored content	Digital	Max 500 words, max 2 photos, company logo, website link and video or podcast	R5 500	R3 850

- 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

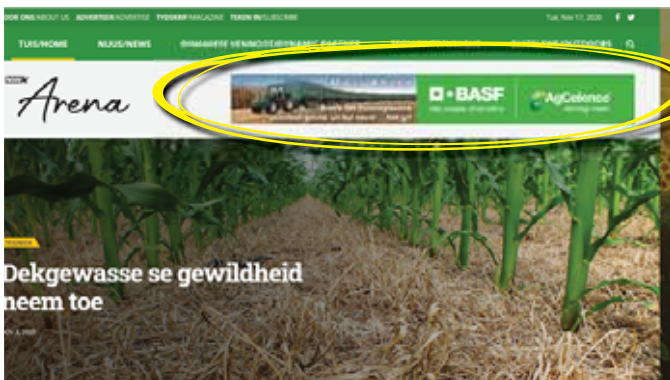
Bookings: End of first week of previous month

Material: End of second week of previous month

WEB ZONES

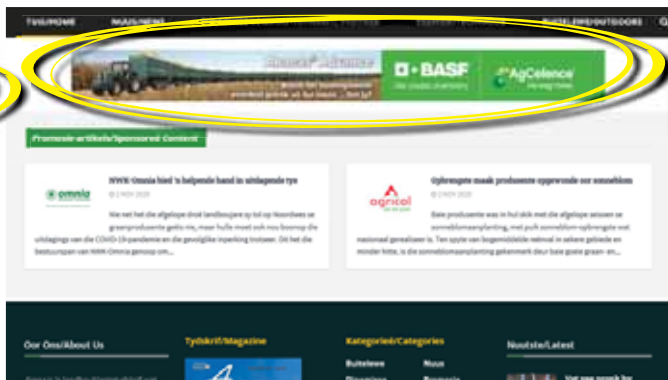
Zone 1

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



Zone 2

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



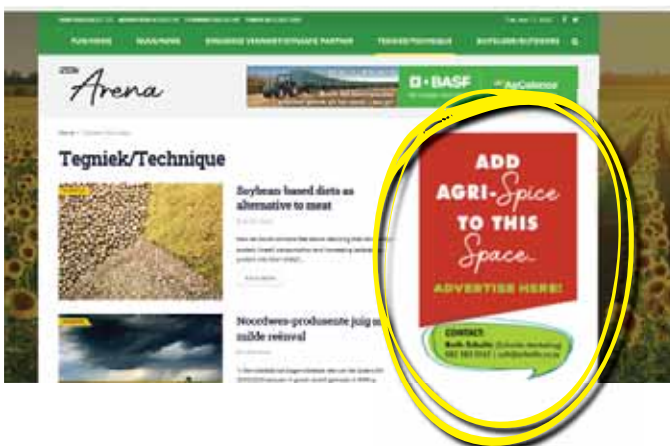
Zone 3

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



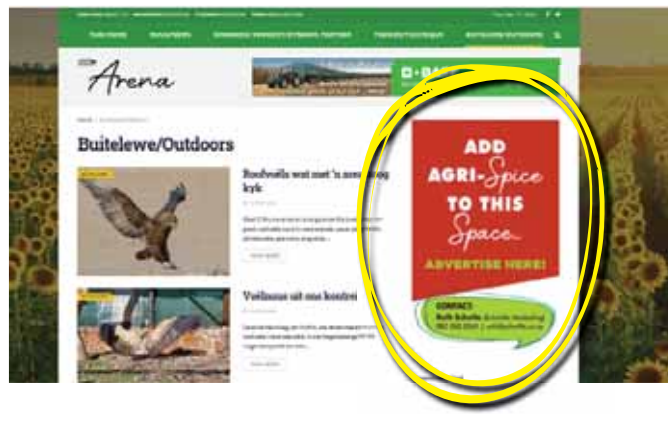
Zone 4

Technique: <https://www.nwkarena.co.za/tegniek-technique/>



Zone 5

Outdoors: <https://www.nwkarena.co.za/buitelewe-outdoors/>



Zone 6

Sponsored content: <https://www.nwkarena.co.za/>

