

NWK

Arena

2024 Rate card

1 January 2024 - 31 December 2024

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 114 years.

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 NWK4Sure Brokers (Insurance) offices.
2. Readers can sign in for free to receive the customer magazine via email.
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, Bultfontein, Hoopstad and Kroonstad).



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 13 112 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 | R13 500 | 210 mm (W) x 297 mm (H) | 216 mm (W) x 303 mm (H) | 190 mm (W) x 277 mm (H) |
| Full page | R13 500 | 210 mm (W) x 285 mm (H) | 216 mm (W) x 291 mm (H) | 186 mm (W) x 261 mm (H) |
| Half page (Horizontal) | R9 000 | 210 mm (W) x 138 mm (H) | 216 mm (W) x 144 mm (H) | 186 mm (W) x 118 mm (H) |
| Half page (Vertical) | R9 000 | 105 mm (W) x 285 mm (H) | 111 mm (W) x 291 mm (H) | 85 mm (W) x 265 mm (H) |
| Third page | R6 700 | 70 mm (W) x 297 mm (H) | 76 mm (W) x 303 mm (H) | 60 mm (W) x 277 mm (H) |
| Quarter page (Horizontal) | R5 000 | 105 mm (W) x 148 mm (H) | 111 mm (W) x 154 mm (H) | 95 mm (W) x 135 mm (H) |
| Strip advert | R4 100 | 210 mm (W) x 59 mm (H) | 216 mm (W) x 65 mm (H) | 195 mm (W) x 47 mm (H) |
| Double page spread | R24 800 | See full page specifications | | |
| Advertorials | Full page | R9 450 | The layout of advertorials is done by the publisher. Send text, photos and logos to ruth@schmiltz.co.za | |
| | Half page | R5 800 | | |

*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 | | 5 Dec 2023 | 7 Dec 2023 | 11 Dec 2023 | 12 Feb 2024 |
| Mar/Apr | Farm workshop and NAMPO | Building material, tools, hardware, fencing material, PPE equipment and clothing etc. | 09 Feb 2024 | 13 Feb 2024 | 15 Feb 2024 | 05 Apr 2024 |
| May/Jun | Animals | Nutrition, health, poultry, wildlife, hunting and outdoor life etc. | 03 Apr 2024 | 05 Apr 2024 | 09 Apr 2024 | 27 May 2024 |
| Jul/Aug | Ready, steady, plant | Tyres, batteries, diesel, petrol, gas, oil, lubricants, implements and parts, seed, fertiliser, lime etc. | 13 Jun 2024 | 18 Jun 2024 | 20 Jun 2024 | 06 Aug 2024 |
| 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. | 13 Aug 2024 | 15 Aug 2024 | 19 Aug 2024 | 4 Oct 2024 |
| Nov/Dec | Outdoors | Outdoor activities and equipment, tyres, vehicles etc. | 9 Oct 2024 | 11 Oct 2024 | 15 Oct 2024 | 29 Nov 2024 |



ADVERTISING RATES: NWK ARENA WEBSITE

www.nwkarena.co.za

See web zone layout on page 4



www.nwkarena.co.za

| Zone | Page | Description of advertising space | Size of advert (W x H) | WEB RATE | |
|------|-------------------------|---|---|----------------------|-------------------------------|
| | | | | WEB ONLY (per month) | SPECIAL WEB RATE* (per month) |
| 1 | Home page | BANNER ADVERT Next to NWK Arena logo (Can be seen on every page on top) | 728 x 90 pixels | R8 650 | R6 100 |
| 2 | Home page | BLOCK ADVERT On top of Facebook on the right-hand side | 340 x 470 pixels | R7 500 | R5 300 |
| 3 | Home page | BANNER ADVERT At the bottom of the home page, just before sponsored content | 970 x 90 pixels | R6 400 | R4 400 |
| 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 650 | R6 100 |
| | 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 | R6 400 | R4 400 |
| 5 | Magazine | BLOCK ADVERT Vertical advert on the right-hand side of the page | 345 x 550 pixels | R5 200 | R3 700 |
| 6 | Home page | Digitorial | Max 500 words article, max 2 photos and a company logo | R6 400 | R4 500 |
| | Home page | Video/Podcast | Video OR podcast with a heading and short description of the video or podcast | R6 400 | R4 500 |

- 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.

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/>



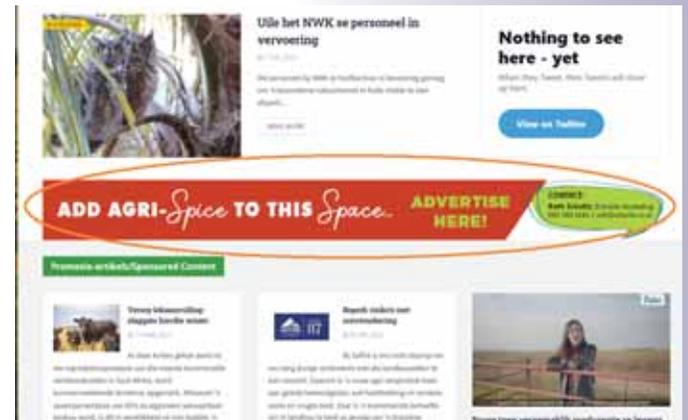
Zone 2

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/>

