

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](http://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](http://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](mailto:ruth@schmiltz.co.za)

## Rates and sizes

Size of advert	Rate	Trim	Bleed	Print
<b>Full Page:</b> 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)
<b>Full page</b>	R13 500	210 mm (W) x 285 mm (H)	216 mm (W) x 291 mm (H)	186 mm (W) x 261 mm (H)
<b>Half page (Horizontal)</b>	R9 000	210 mm (W) x 138 mm (H)	216 mm (W) x 144 mm (H)	186 mm (W) x 118 mm (H)
<b>Half page (Vertical)</b>	R9 000	105 mm (W) x 285 mm (H)	111 mm (W) x 291 mm (H)	85 mm (W) x 265 mm (H)
<b>Third page</b>	R6 700	210 mm (W) x 85 mm (H)	216 mm (W) x 91 mm (H)	186 mm (W) x 65 mm (H)
<b>Quarter page</b>	R5 000	105 mm (W) x 148 mm (H)	111 mm (W) x 154 mm (H)	95 mm (W) x 135 mm (H)
<b>Strip advert</b>	R4 100	210 mm (W) x 59 mm (H)	216 mm (W) x 65 mm (H)	195 mm (W) x 47 mm (H)
<b>Double page spread</b>	R24 800	See full page specifications		
<b>Advertorials</b>	Full page	R9 450	The layout of advertorials is done by the publisher. Send text, photos and logos to <a href="mailto:ruth@schmiltz.co.za">ruth@schmiltz.co.za</a>	
	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



Arena

## ADVERTISING RATES: NWK ARENA WEBSITE

[www.nwkarena.co.za](http://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	<b>BANNER ADVERT</b> Next to NWK Arena logo (Can be seen on every page on top)	728 x 90 pixels	R8 650	R6 100
2	Home page	<b>BLOCK ADVERT</b> On top of Facebook on the right-hand side	550 x 345 pixels	R7 500	R5 300
3	Home page	<b>BANNER ADVERT</b> At the bottom of the home page, just before sponsored content	970 x 90 pixels	R6 400	R4 400
4	Article zone (Option A)	<b>BLOCK ADVERT</b> Advertisement to be placed on top on the right-hand side of <b>ALL</b> articles	550 x 345 pixels	R8 650	R6 100
	Article zone (Option B)	<b>BLOCK ADVERT</b> Advertisement to be placed on top on the right-hand side of <b>ONE</b> page's articles	550 x 345 pixels	R6 400	R4 400
5	Magazine	<b>BLOCK ADVERT</b> 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

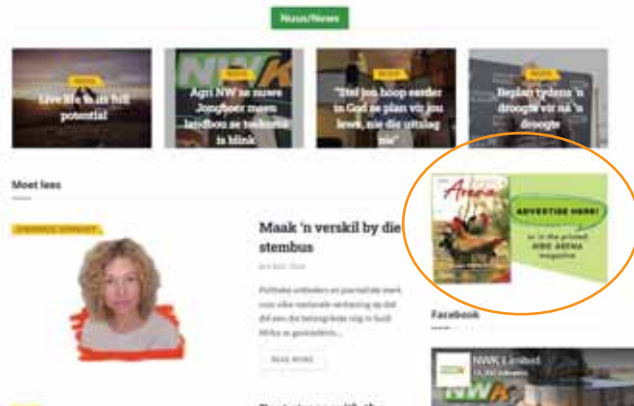
#### Zone 1

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



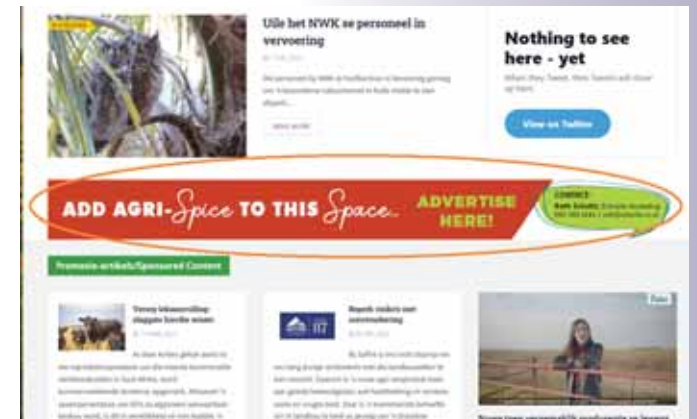
#### Zone 2

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/>

