

**NWK**

# Arena

**2026 Rate card****1 January 2026 - 31 December 2026**

## 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 115 years.

The business activities of the NWK Group include mainly: **NWK Input supply, Agtech@NWK, Grain Services, NWK Retail, Mechanisation, Financing, Insurance and financial services, Epko agriprocessing and Bastion agricultural lime.**

## 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 is distributed at the **NWK head office, 38 NWK Retail stores, 39 NWK silos, 9 NWK Mechanisation operation points and 8 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)

### TOTAL DISTRIBUTION (PRINT AND DIGITAL)

5 200

### 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 Limited has 20 000 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](mailto: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		R15 200	210 mm (W) x 297 mm (H)	216 mm (W) x 303 mm (H)	190 mm (W) x 277 mm (H)
Full page		R15 200	210 mm (W) x 285 mm (H)	216 mm (W) x 291 mm (H)	186 mm (W) x 261 mm (H)
Half page (Horizontal)		R10 100	210 mm (W) x 138 mm (H)	216 mm (W) x 144 mm (H)	186 mm (W) x 118 mm (H)
Half page (Vertical)		R10 100	105 mm (W) x 285 mm (H)	111 mm (W) x 291 mm (H)	85 mm (W) x 265 mm (H)
Third page		R7 500	210 mm (W) x 85 mm (H)	216 mm (W) x 91 mm (H)	186 mm (W) x 65 mm (H)
Quarter page		R5 700	105 mm (W) x 138 mm (H)	111 mm (W) x 144 mm (H)	95 mm (W) x 130 mm (H)
Strip advert		R4 600	210 mm (W) x 59 mm (H)	216 mm (W) x 65 mm (H)	195 mm (W) x 47 mm (H)
Double page spread		R27 800	See full page specifications		
Advertorials	Full page	R10 600	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	R6 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		3 Dec 2025	5 Dec 2025	9 Dec 2025	06 Feb 2026
Mar/Apr	Farm workshop	Building material, tools, hardware, fencing material, PPE equipment and clothing etc.	12 Feb 2026	16 Feb 2026	18 Feb 2026	07 Apr 2026
May/Jun	Animals	Nutrition, health, poultry, wildlife, hunting and outdoor life etc.	30 Mar 2026	01 Apr 2026	07 Apr 2026	25 May 2026
Jul/Aug	Ready, steady, plant	Tyres, batteries, diesel, petrol, gas, oil, lubricants, implements and parts, seed, fertiliser, lime etc.	19 Jun 2026	23 Jun 2026	25 Jun 2026	11 Aug 2026
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 2026	17 Aug 2026	19 Aug 2026	5 Oct 2026
Nov/Dec	Outdoors	Outdoor activities and equipment, tyres, vehicles etc.	9 Oct 2026	13 Oct 2026	15 Oct 2026	30 Nov 2026



## ADVERTISING RATES: NWK ARENA WEBSITE

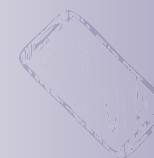
[www.nwkarena.co.za](http://www.nwkarena.co.za)

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* (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	R9 100	R6 400
2	Home page	<b>BLOCK ADVERT</b> On top of Facebook on the right-hand side	550 x 345 pixels	R7 900	R5 600
3	Home page	<b>BANNER ADVERT</b> At the bottom of the home page, just before sponsored content	970 x 90 pixels	R6 700	R4 600
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	R9 100	R6 400
	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 700	R4 600
5	Magazine	<b>BLOCK ADVERT</b> Vertical advert on the right-hand side of the page	345 x 550 pixels	R5 500	R3 900
6	Home page	Digitorial	Max 500 words article, max 2 photos and a company logo	R6 700	R4 700
	Home page	Video/Podcast	Video OR podcast with a heading and short description of the video or podcast	R6 700	R4 700

- 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

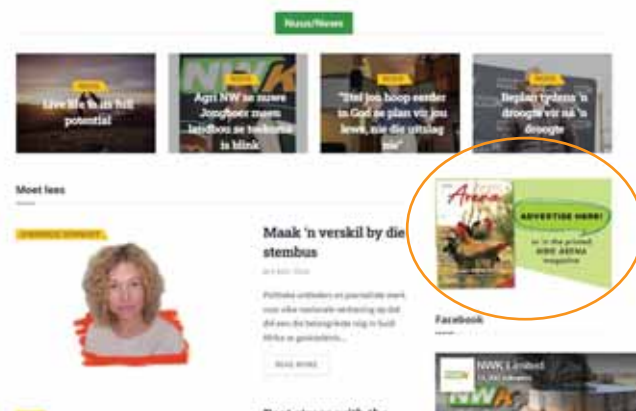
#### Zone 1

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



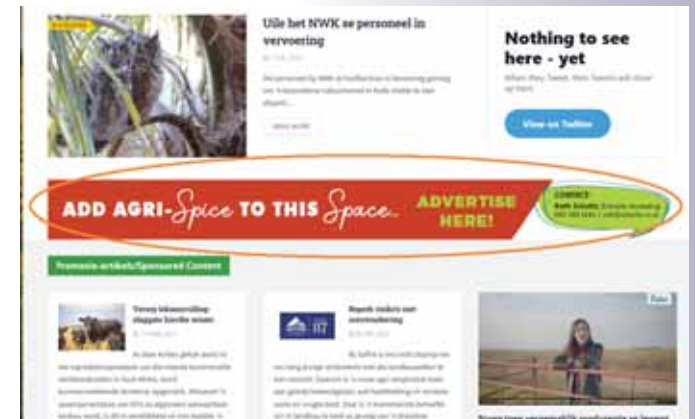
#### Zone 2

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/>

