



The Macadamia is dedicated to this dynamic and fast growing industry, and is aimed at promoting the sector, as well as discussing relevant topics such as weather, input costs, technology, stories about personalities, farmers and new efficient farming methods.

Focused exclusively on South Africa's Macadamia Nut industry, The Macadamia is a focused and prime vehicle for advertisers and companies with an interest in the industry to create awareness for their products and services.

Four editions are planned for 2020, don't miss this ideal opportunity to talk directly to your customers and stakeholders.

REASONS TO ADVERTISE:

- Excellent targeted direct distribution.
- Commentary from leading experts in the industry.
- Specialized content on macadamia farming and processing.
- Comprehensive industry overviews.
- High quality layout and presentation.
- High visibility of both printed edition and online marketing.

PRICING:

Double page spread	R22 712.00	Inside back cover	R14 669.00
Full page	R13 335.00	Half page	R8 873.00
Outside back cover	R14 669.00	Quarter page	R5 880.00
Inside front cover	R14 669.00	Calendar	R8 400.00

Rates in SA Rands, excluding VAT and excluding agency commission and design fees. Other special positions available on request.

FEATURE	BOOKING	MATERIAL	PUBLISHED
Summer	10 February	12 February	March
Autumn	10 April	13 April	May
Winter	10 August	12 August	September
Spring	9 October	12 October	November
Calendar	29 October	31 October	December

DISTRIBUTION:

Print run of 2 900 copies per edition 4 times per calendar year.

The magazine will not only be distributed to farmers, but tree nurseries, processors, marketers and the wider agricultural community. It is also available free of charge in Agri Stores throughout KwaZulu-Natal, Mpumalanga and Limpopo.

ADVERTISING:

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