

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 2021, 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 -	R23 845.00
Full page -	R14 001.00
Outside Back -	R15 402.00
Inside Front -	R15 402.00
Inside Back -	R15 402.00
Half page -	R 9 316.00
Quarter page -	R6 174.00

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

ADVERTISING:

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Image courtesy: Green Farms Nut Company

FEATURE	BOOKING	MATERIAL	PUBLISHED
The Macadamia			
Summer	8 February	12 February	March
Autumn	9 April	12 April	May
Winter	9 August	13 August	September
Spring	11 October	15 October	November
The Macadamia Buyers Directory			
Autumn	9 April	12 April	May
Spring	11 October	15 October	November

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.