

# The Macadamia

## 2023 RATE CARD

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.

### 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.

FEATURE	BOOKING	MATERIAL DUE	DISTRIBUTION
Summer	14 February	17 February	March
Autumn	13 May	19 May	June
Winter	12 August	18 August	September
Spring	11 November	17 November	December

### PRICING:

Double page -	R26 285.00
Full page -	R15 435.00
Outside Back -	R16 980.00
Inside Front -	R16 980.00

Inside Back -	R16 980.00
Half page -	R10 269.00
Quarter page -	R6 810.00

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

### 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:

Belinda Mockridge

083 653 7021

[belinda@blockmedia.co.za](mailto:belinda@blockmedia.co.za)

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