

2017 Advertising rates

Valid from January 2017 (Quoted in Euros)

Full colour

| Number of insertions | +5 | 2-4 | Casual |
|----------------------|-------|-------|--------|
| Full Page | 1 225 | 1 500 | 2 000 |
| Half Page | 825 | 1 050 | 1 350 |
| Quarter Page | 495 | 625 | 800 |
| Prime Positions | | | POA |

Group discount scheme: Companies currently advertising in other publications in the New Media stable, qualify for a combined space-booking series discount.

- Advertorials will be charged at standard advertising rates
- All rates are exclusive of VAT and quoted in Euros
- Advertising contracts to be used within a 12-month period

Additional marketing tools

Prices and specifications on request:

- Belly bands
- Cover flap (half cover)
- Gatefold
- Post-It Note
- Bookmark
- Classifieds
- Inserts

Geographical distribution

Food Manufacturing Africa is distributed throughout the following countries:

- Angola
- Botswana
- Cameroon
- Cote d'Ivoire
- Egypt
- Ethiopia
- Ghana
- Kenya
- Lesotho
- Madagascar
- Malawi
- Mauritius
- Morocco
- Mozambique
- Namibia
- Nigeria
- Rwanda
- Senegal
- Swaziland
- Tanzania
- Tunisia
- Uganda
- Zambia
- Zimbabwe



Editorial profile

Food Manufacturing Africa is the only magazine of its kind in Africa to target decision makers in the manufacturing processes of food, beverages, and related industries. It offers incisive and authoritative reports on all aspects of the process, from raw material sourcing, to manufacturing and packing, down to the distribution and marketing of finished goods. **Food Manufacturing Africa** informs readers about the introduction of new ingredients, equipment, products and packs, provides objective commentary on African and international market trends and issues, as well as significant processing and packaging technologies.

Readership of **Food Manufacturing Africa** is diverse, including, general management, market research and production personnel from sectors as varies as meat, fish, vegetable, dairy, bakery, alcoholic and non-alcoholic beverages, as well as food and beverage packaging specialists. The magazine reaches a well-researched and carefully targeted readership across all sectors of the food and beverage manufacturing industry. On average, each copy is read by 6.25 individuals, providing advertisers with a total readership of 25 000 per quarter.

Contacts

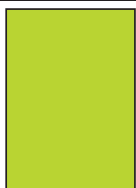
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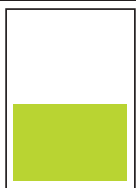
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Production Controller: Rae Morrison
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Technical Data – Material to bleed must be supplied allowing 3mm all round



Trim Size
210mm(w) x 297mm(h)
Full Page Type Area
180mm(w) x 260mm(h)
Bleed
216mm(w) x 303mm(h)



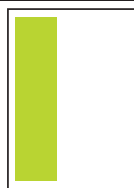
Half Page (Horizontal)
Trim Size
177mm(w) x 130mm(h)
Type Area
168mm(w) x 110mm(h)



Half Page (Vertical)
Trim Size
88.5mm(w) x 262mm(h)
Type Area
75mm(w) x 248mm(h)



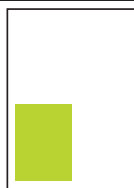
Third Page (Horizontal)
Trim Size
177mm(w) x 85mm(h)
Type Area
168mm(w) x 65mm(h)



Third Page (Vertical)
Trim Size
68mm x 262mm
Type Area
55mm(w) x 248mm(h)



Quarter Page (Horizontal)
Trim Size
177mm(w) x 65mm(h)
Type Area
168mm(w) x 50mm(h)



Quarter Page (Vertical)
Trim Size
88.5mm(w) x 130mm(h)
Type Area
75mm(w) x 110mm(h)

Production specifications

- All material must be supplied in digital format to New Media specifications.
- New Media would prefer that all advertising material be supplied as a print-ready high-resolution CMYK PDF file.
 - All fonts and images must be embedded and all images should be 300dpi, CMYK
 - Files must be supplied as single pages
 - Please allow a minimum of 3mm bleed all round where required
- New Media also accepts material in the following formats, provided that all images are embedded and 300dpi, CMYK:
 - Photoshop – EPS, TIFF and JPG files (flatten image)
 - Illustrator – EPS or AI files (create outlines for text)
 - InDesign – (Package)

If changes are required, please supply open files
Additional charges apply to design alterations

Editorial features list 2017

QUARTER 1

| DEADLINES | |
|-----------|-------|
| EDIT | 06/02 |
| ADV | 13/02 |
| MAT | 17/02 |

- DAIRY FOOD
- MATERIALS HANDLING & LOGISTICS
- MEAT, FISH & POULTRY
- BEVERAGES
- PACKAGING

QUARTER 2

| DEADLINES | |
|-----------|-------|
| EDIT | 05/05 |
| ADV | 12/05 |
| MAT | 17/05 |

- COLOURS & FLAVOURS
- FOOD PROCESSING TECHNOLOGY
- SAFETY & HYGIENE
- BEVERAGES
- PACKAGING

QUARTER 3

| DEADLINES | |
|-----------|-------|
| EDIT | 04/08 |
| ADV | 11/08 |
| MAT | 16/08 |

- BAKERY
- INGREDIENTS
- LOGISTICS & TRANSPORTATION
- BEVERAGES
- PACKAGING

QUARTER 4

| DEADLINES | |
|-----------|-------|
| EDIT | 03/11 |
| ADV | 10/11 |
| MAT | 17/11 |

- FATS & OILS
- HEATING & REFRIGERATION
- PROTEIN ALTERNATIVES
- BEVERAGES
- PACKAGING



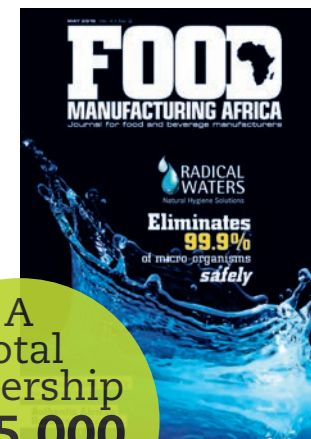
History

SA Food Review, launched in 1974, has been the industry mouthpiece for the past 43 years. With its unparalleled success, New Media Publishing undertook in-depth research into several new potential markets and it became very obvious that Africa, excluding the Republic of South Africa, is uncatered for in terms of pan-African cost-effective food and beverage manufacturing publications. In fact, to the best of our knowledge, no such print publications exist in this sector.

It is with this in mind that the first quarterly edition of **Food Manufacturing Africa** was launched in August 2013, offering advertisers the opportunity to address the largest and widest range of food and beverage manufacturers across the African continent.

Circulation profile

The distribution method is that of a “controlled circulation”, which entails the mailing of 4 000 free-of-charge copies of the publication to a highly targeted database of African food and beverage manufacturing and packaging companies.



A total readership of 25 000 per quarter

KEY

EDIT – Editorial Submission Deadline

ADV – Advertising Booking Deadline

MAT – Final Advertisement Material Deadline

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