

### 2021 Advertising rates EURO

Valid from January 2020

#### 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

**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 EURO
- Advertising contracts to be used within a 12-month period

### Additional marketing tools

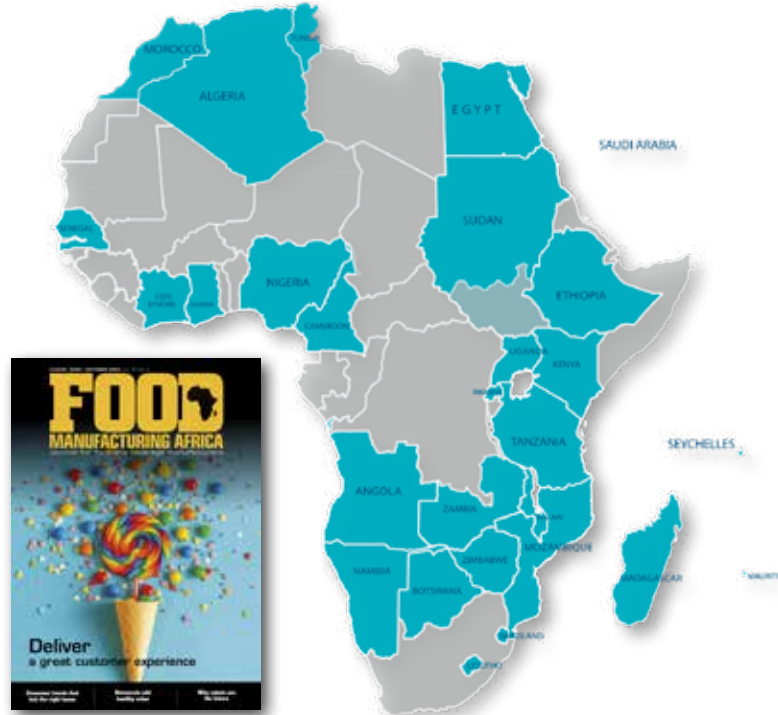
Prices and specifications on request:

- 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

**Editorial:** Maryke Foulds

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**Sales:**

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**Carla Melless**

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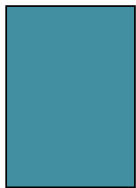
**Cândida Giambô-Kruger**

Tel +27 71 438 1918 | candida.giambo-kruger@newmedia.co.za

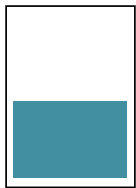
**Production Controller:** Mandy Ackerman

Tel +27 11 715 8007 | mandy.ackerman@newmedia.co.za

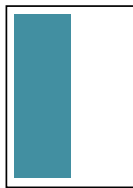
### Technical Data – Material to bleed must be supplied allowing 3mm all round



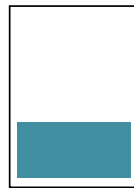
**Trim Size**  
210mm(w) x 297mm(h)  
**Full Page Type Area**  
180mm(w) x 260mm(h)  
**Bleed**  
216mm(w) x 303mm(h)



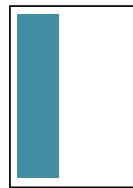
**Half Page (Horizontal)**  
**Trim Size**  
177mm(w) x 130mm(h)  
**Type Area**  
168mm(w) x 110mm(h)



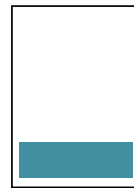
**Half Page (Vertical)**  
**Trim Size**  
88.5mm(w) x 262mm(h)  
**Type Area**  
75mm(w) x 248mm(h)



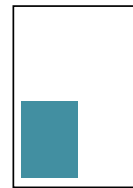
**Third Page (Horizontal)**  
**Trim Size**  
177mm(w) x 85mm(h)  
**Type Area**  
168mm(w) x 65mm(h)



**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 2021

## QUARTER 1

### DEADLINES

EDIT	05/02
ADV	12/02
MAT	23/02

- Dairy Food
- Food Safety Practices & Training
- Meat, Fish & Poultry
- BEVERAGE**
- Alcoholic Beverages
- PACKAGING**
- Flexible Packaging

## QUARTER 2

### DEADLINES

EDIT	03/05
ADV	11/05
MAT	20/05

- Colours & Flavours
- Bakery
- Functional Ingredients
- BEVERAGE**
- Water Processing Technology
- PACKAGING**
- Labelling

## QUARTER 3

### DEADLINES

EDIT	02/08
ADV	11/08
MAT	20/08

- Food Processing Technology
- Snacks & Confectionery
- Heating & Refrigeration
- BEVERAGE**
- Ready to Drink
- PACKAGING**
- Inspection, Coding & Marking

## QUARTER 4

### DEADLINES

EDIT	03/11
ADV	10/11
MAT	19/11

- Fats & Oils
- Materials Handling & Cold Chain
- Protein Alternatives
- BEVERAGE**
- Beverage Processing Technology
- PACKAGING**
- Rigid Packaging



A total readership of 25 000 per quarter

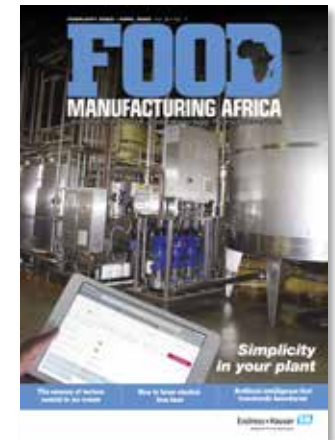
## History

SA Food Review, launched in 1974, has been the industry mouthpiece for the past 47 years. With its unparalleled success, New Media 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 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.



### KEY

- EDIT - Editorial Submission Deadline
- ADV - Advertising Booking Deadline
- MAT - Final Advertisement Material Deadline

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