

Landbou weekblad

COMMUNITY

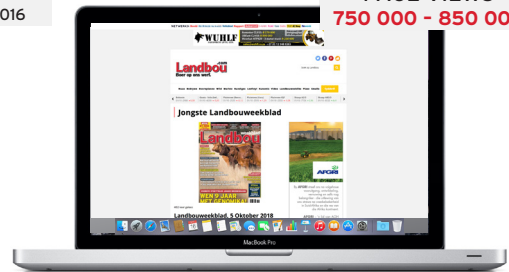
847 918

TOTAL AUDIENCE



CIRCULATION
abc Q3 2019
21,554
READERSHIP
206 000 Amp 2016

WEBSITE
UNIQUE BROWERS
± 250 000
PAGE VIEWS
750 000 - 850 000



BRAND EXTENSIONS
BOEREKOS
BOEREPLANNE
VEE

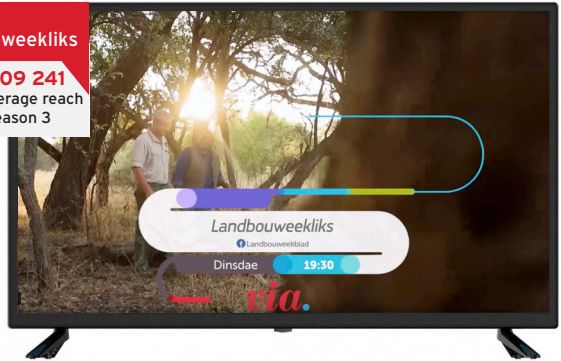


abc Circ 13,570
Q2 2019

abc Circ 9,854
Q2 2019

abc Circ 32,179
Q2 2019

TV
Landbouweekliks
TAMS 2018 209 241
Accumulated average reach
per week: season 3



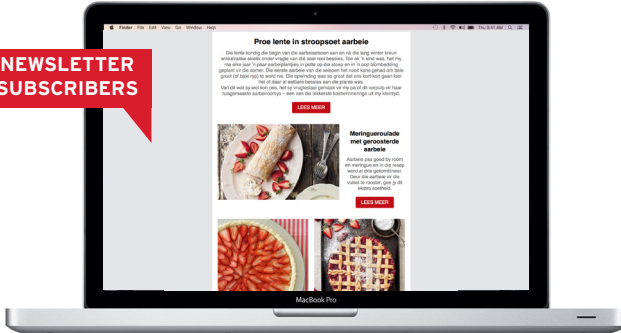
SOCIAL MEDIA
SEO, CONTENT
GOOGLE ADS,
SOCIAL

G f **in** **ig**
SEO Search Engine Optimization
Google Ads Google AdWords marketing
Social Social Media marketing and
Content content generation
Content generation

YOUTUBE
TOTAL VIEWS
712 575
1.06k subscribers

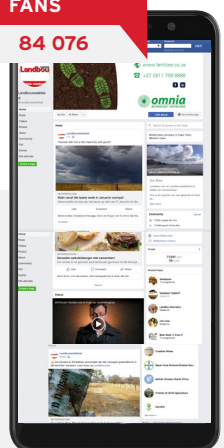


NEWSLETTER
SUBSCRIBERS

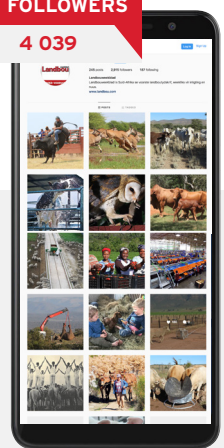


Boerekos 3872 • Vee 1543 • Groenskrif 1045
Graan-en-herlewingslandbou 1169 • Kundiges 1040 • Weekliks 12 541

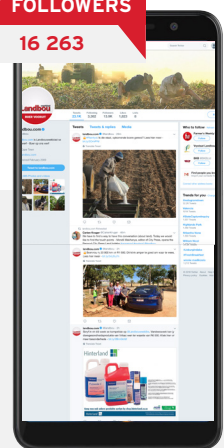
FACEBOOK
FANS
84 076



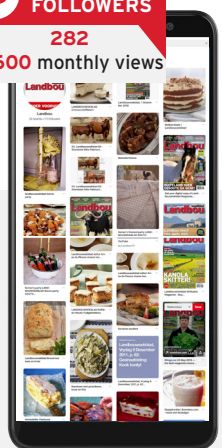
INSTAGRAM
FOLLOWERS
4 039



TWITTER
FOLLOWERS
16 263



PINTEREST
FOLLOWERS
282
7 600 monthly views



LANDBOU.COM RATES & SIZES for Run of site (ROS) banners

Desktop Banners

Island Banner 300x150 @	R 278 CPM
Leaderboard 728x90 @	R 310 CPM
Square Banner 300x250 @	R 340 CPM
Half Page 300x600 @	R 370 CPM
Site Skins 160x600 @	R 400 CPM

Mobile Banner

300 x 250px	R265 CPM
320 x 50px	R240 CPM

Calendar

Size: 728 x 90	R10,700 CPM: R310
Size: 150 x 600	R18,190 CPM: R400
Size: 1000 x 150	R13,450 CPM: R360

Calendar Month

Size: 150 x 600 / 1000 x 150 728 x 90	R 25, 499 R 8, 500
--	-------------------------------------

Mobile Block

All banners above	R960 CPM
-------------------	-----------------

Site Takeovers

All Banners Above	R1 650 R9 160
-------------------	--------------------------------

Site Skins

R1060 CPM

Standard Rich Media

R510 CPM

Complex Rich Media & Overlays Email Marketing Newsletter

R620 CPM
R8990

Boerekos **Bi Weekly** Wednesdays
Vee **Once a month** Thursdays
Groenskrif **Bi Weekly** Thursdays
Kundiges **Bi Weekly** Thursdays
Graan en Herlewing Landbou **Bi Weekly**
Landbouweekblad **every week** Fridays

Digitorial

R5600

Max 500 words indicating clients contact details, logos and URL
Can embed a Video and Square banner 300x250 into the digitorial at an additional cost.

Main Category {Ownership}

Tailor-made **POA**

Sub Category {Ownership}

Tailor-made **POA**

Videos

Production Cost **R13 600 (5 min)**
Hosting Cost **R17 100 PM**

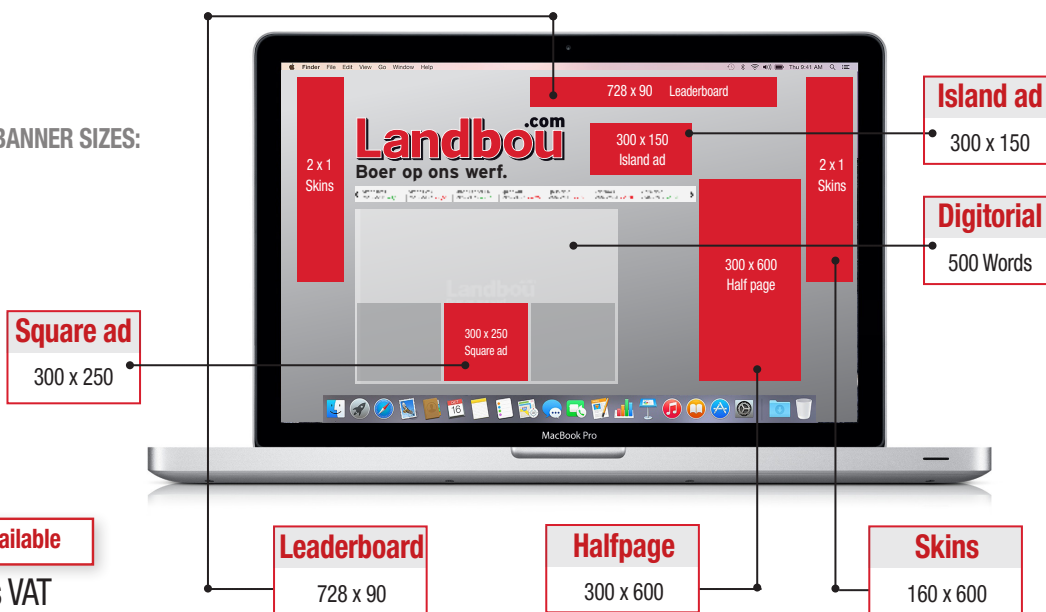
Facebook post

50 Words (Once off) **R 5399**
Facebook Boost (Once off) **R2000**

Twitter

280 Characters (Once off) **R4995**

EXAMPLE OF BANNER SIZES:



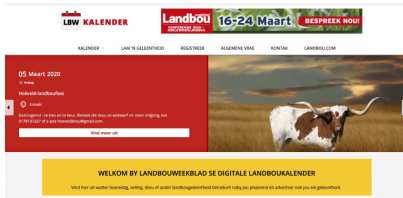


Ad Space

1. Home Page
2. Single Event Page / Contact Us / List your event
3. Calendar (including month view)

Skins

The Header Ad can be sold once and appears on every page
Highlights in list and calendar view
Featured events carousel for extra visibility.



Calendar Home

- Size: 728 x 90 **R10,700 IMP: R310**
- Size: 150 x 600 **R18,190 IMP: R400**
- Size: 1000 x 150 **R13,450 IMP: R360**

Calendar Month

- Size: 150 x 600 / 1000 x 150 **R 25,499**
- 728 x 90 **R 8,500**

A listing includes the following information, to be supplied by client:

- Name of listing
- Description of event
- Date(s) of event
- Indicate if event is a full day event
- Start and finish time, if applicable
- Photo: A .jpg .png or gif file smaller than 32mb
- Location where the event will be taking place
- Website or social media link



Listings

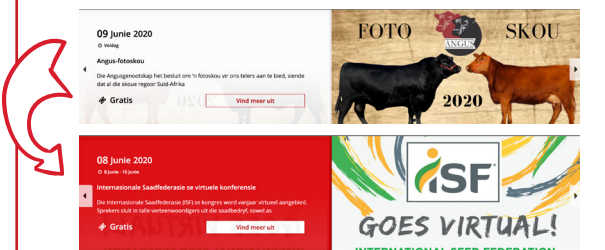
- 1-3 **R999**
- 4-10 **R3,490**
- 11-20 **R3,999**
- 20-40 **R4,999**
- Unlimited **R6,995**

All existing classifieds clients can list events at an introduction rate of **R350** per listing.

Booked listings can be used over a 3-month period and not only in the month of booking.

Upsell R 99

Promote your listing to be displayed prominently.



Option 1

Landbou.com – Rates

Basic package:

- 1 x banner ad
- 1 x Mobile banner
- Company logo + contact details
- 1 x Facebook post (hashtags and tagging)
- 1 x Twitter post (hashtags and tagging)
- 1 x Video (If available)

R17 100

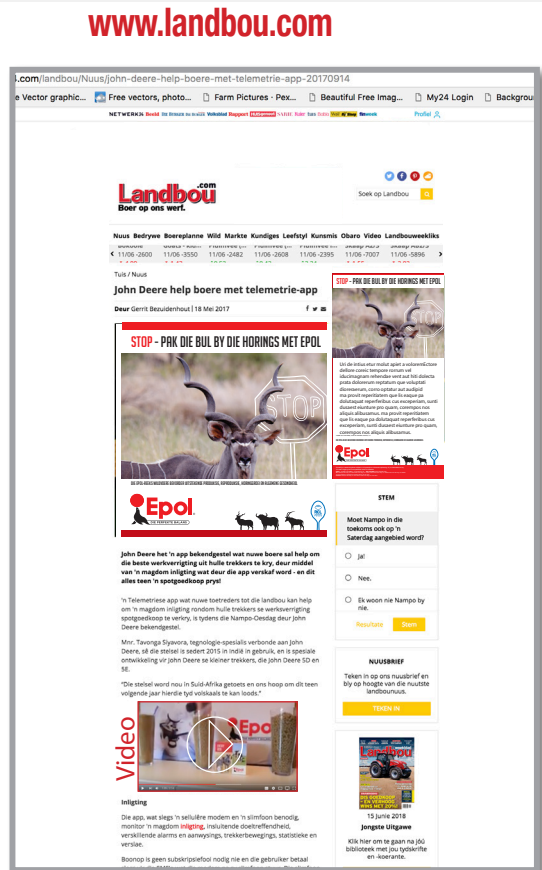
Add-on 1:

Facebook boost **R2 200**

Add-on 2:

Response to all enquiries with advertiser contact details

R2 200 per week



Option 2

Landbou.com – Rates

Basic package:

- 3 x banner ads
- 1 x Mobile banner
- Company logo + contact details
- 1 x Facebook post (hashtags and tagging)
- 1 x Twitter post (hashtags and tagging)
- 1 x Video (If available)

R21 000

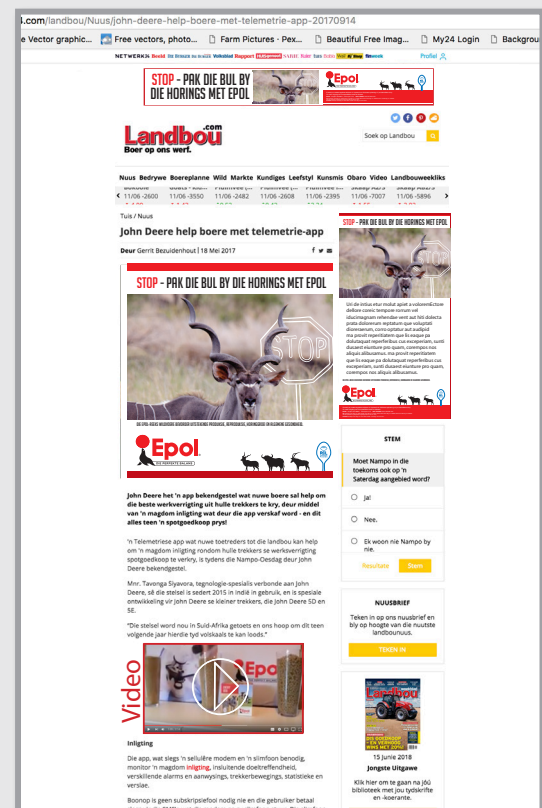
Add-on 1:

Facebook boost **R2 200**

Add-on 2:

Response to all enquiries with advertiser contact details

R2 300 per week



LANDBOUWEEKLIKS



MEDIUM	PLATFORM	DETAILS	VALUE PER WEEK/ UNIT	QUANTITY	DISCOUNT %	COST PER WEEK/ UNIT (excl VAT)
TELEVISION	LANDBOU WEEKLIKS	<ul style="list-style-type: none"> 2 min pre-produced insert (promotion) Logo on insert opening graphic 2x 5sec squeezebacks on screen during insert 	R35 000	1	40%	R20 895
	VIA	Production Cost (T's & C's apply)	R10 000	1	0%	R10 000
	LANDBOU WEEKLIKS	Added value on TV Rebroadcasts	R35 000	1	100%	R0
PRINT	LANDBOU-WEEKBLAD	1 x Full Page Advert/Editorial	R37 240	1	40%	R22 195
		Logo & Mention on LW Promo Page	R1 500	1	100%	R0
ONLINE	LANDBOU.COM	2 min Video Listing of pre-produced insert	R14 000	1	50%	R6 944
	SOCIAL MEDIA	2 min Video Listing of pre-produced insert	R8 000	1	100%	R0
TOTAL VALUE					R140 740	
TOTAL INVESTMENT					R60 000	
ROI					2,4:1	

* Terms & Conditions
 All rates excludes VAT and any other commissions
 Production Cost included, based on 1 day shoot / 150km's around Gauteng
 Additional R10 000 Production Cost, for more than 150km's from Gauteng
 Tailormade deals, quoted separately

Sponsorship
R60 000



Squeezeback
R10 000

via. Kanaal 147

Dinsdae 1ste TX	Woensdae	Donderdae	Vrydae	Saterdag	Sondag	Maandae
19:30	01:30 & 07:30	13:30 & 18:30	00:30 & 06:30	07:00	17:00	05:30 & 12:00

All prices excludes VAT