

SADC
SUGAR
DIGEST
YOUR GUIDE TO THE SOUTHERN AFRICAN SUGAR INDUSTRY

RATE CARD
2018

Focusing exclusively on the Southern African sugar industry the SADC Sugar Digest is a prime platform for companies with an interest in this sugar sector.

DISTRIBUTION

4 500 printed copies

Commercial sugarcane growers and sugar milling companies in South Africa, Zimbabwe, Zambia, Tanzania, Mauritius, Malawi, Mozambique and Swaziland.

Sugar associations, traders, analysts, media and government interested in SADC sugar.

CONTENT

Rich and diverse editorial on everything sugar from cane to crystal and beyond including: sugarcane growers, sugar milling company expansions and new projects, production, market outlook, country reports, technology and innovation, research and renewable energy.

REASONS TO ADVERTISE

- Excellent targeted direct distribution
- Specialist sugar content by top writers
- Leading experts in sugar sector publishing
- High quality layout and presentation
- Outstanding print and online platforms
- Advertisers that would find it relevant: Engineering services and supplies, transport, logistics, agrochemicals, irrigation, factory machinery, financial services, renewable energy, cellular.

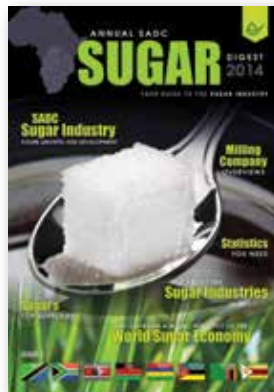
ADVERTISING RATES

(Excluding VAT and agency commission)	
DPS	R39 650
Full Page	R21 990
Half Page	R16 800
Third page	R15 200

Special Positions: 10% loading

Inside cover; First page (right hand side);
Opposite contents page (left hand page);
Opposite Editor's page (left hand page);
Inside back cover; Outside back cover.

BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
10 August 2018	18 August 2018	Oct - Nov 2018



TO BOOK

Sales Agent: Laura Myers

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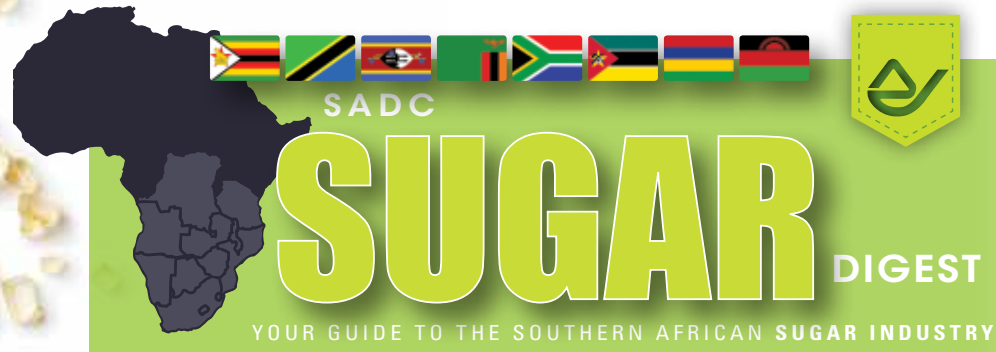
EDITOR

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www.sadcdigest.com

SPECIFICATIONS



The SADC Digest is an A4 portrait, perfect bound publication printed full colour throughout.

ADVERT DIMENSIONS

(All dimensions given as height first, followed by width in millimeters)

Full page ad - FULL BLEED 297mm x 210mm (trim size)

HALF page ad - LANDSCAPE 140mm x 210mm

THIRD page ad - PORTRAIT 297mm x 65mm

Please make sure all type is 15mm in from all edges

Please make sure the advert has a 5mm bleed on all sides

MATERIAL SPECIFICATIONS

All made up advert to be supplied as follows:

- High Resolution PDF, Open InDesign File OR High Resolution JPEG
- All fonts must be converted to paths/curves.
- All images to be CMYK and 300dpi.
- Images must not be enlarged by more than 130%.

ADVERT DESIGN

Should you need your advert to be made up - the design team will require:

- High Resolution Images at 300dpi
- Copy in a Word Document
- A high resolution logo
- A brief on how you would like the advert to look

MATERIAL TO BE SENT TO:

Laura Myers - laura@sugarpublications.co.za
please label your email - SADC DIGEST

Should you need to discuss anything regarding material, please contact Laura on 083 271 5243

Please see material deadlines on page 1.

Advertising confirmed once payment made in full. Complete artwork must be supplied. Adverts made up charged at R650.00. Printed copies R95.00 ex vat.

