

SA Forestry

www.saforestryonline.co.za

2021 ADVERTISING RATES

SA FORESTRY ONLINE RATES (www.saforestryonline.co.za)

Banner description	Price Excl. VAT	Price Incl. VAT	Dimensions (width x depth)
MASTHEAD BANNER (Subject to availability)	R 1 400/month	R 1 610	728 x 180 pixels

(Appears below the SA Forestry Online masthead on every page; also appears in monthly SAF Online eNewsletter; hyperlinked to your website.)

SIDEBAR BANNER	R 1 200/month	R 1 380	164 x 208 pixels
-----------------------	---------------	---------	------------------

(Appears in right hand column on every website page; also appears in monthly SAF Online eNewsletter; hyperlinked to your website.)

NEWSFEED BANNER	R 3 000/month	R 3 450	1000 x 138 pixels
------------------------	---------------	---------	-------------------

(Ideal for sponsored advertorials or breaking news; appears in main newsfeed column on Home page + articles pages; also appears in monthly SAF Online eNewsletter; hyperlinked to your website.)

DISCOUNT OFFER ON ALL WEBSITE BANNERS:-

6 month block booking	- 5%
12 month block booking	- 10%

SA FORESTRY 2021 ANNUAL – ADVERTISING RATES

(Glossy, A4 printed publication distributed in November 2021)

Ad description	Price excl. VAT	Price incl. VAT	Ad dimensions (width x depth)
----------------	--------------------	--------------------	----------------------------------

Double Page Spread	R 23 000	R 26 450	420 x 297 mm
Full page	R 16 500	R 18 975	210 x 297 mm
Half page	R 10 500	R 12 075	190 x 132 mm
Third page	R 8 000	R 9 200	190 x 88 mm
Quarter page	R 6 500	R 7 475	190 x 66 mm
Lumberjack	R 2 500	R 2 875	60 x 60 mm

SAF 2022 DESKTOP CALENDAR – ADVERTISING RATES

(Printed A5 desktop calendar, distributed with the SA Forestry Annual in November 2021)

PAGE SPONSORSHIP	R 14 000	R 16 100	117 x 127 mm
------------------	----------	----------	--------------

NOTE: ALL PRICES QUOTED ABOVE EXCLUDE AGENCY COMMISSION

AD MATERIAL REQUIREMENTS

Website banners to be supplied as medium or high resolution PDFs (150-300 DPI)

Print ads to be supplied as high resolution PDFs (300 DPI)

Bleed – add 5 mm all around to allow for bleed on full page/DPS ads in SAF Annual

ADVERTISING BOOKINGS & ENQUIRIES

Chris Chapman: Publishing Editor; tel 082 899 3086; chris@saforestrymagazine.co.za

SA Forestry
www.saforestryonline.co.za

INFO 2021

SA FORESTRY ONLINE (www.saforestryonline.co.za)

SA Forestry is an independent media business established in 1986 to serve the forestry industry in South Africa, from seedling to mill.

Launched initially as a printed magazine, SA Forestry is now focused on running a dynamic website, SA Forestry Online, that provides forestry stakeholders with a wide

range of forestry-related news, features and videos that are designed to inform, inspire and empower.

Coverage includes breaking forestry news and analysis relevant to the tree breeding, planting, tending, harvesting, processing and marketing of wood-based products. This value chain covers a wide range of activities and focus areas including research and development, nurseries, silviculture, fire prevention, harvesting and loading, transport and logistics, legislation and policy, sawmilling and timber processing, education and training, and the provision of forestry equipment and services.

Additional focus areas include chipping and grinding of biomass, land management, rural development, environmental issues and conservation and management of natural forests in southern Africa.

Website statistics

SA Forestry Online currently receives around 8 000 visits per month. Just over 70% of users are from South Africa. Most site visitors originate from organic search, which indicates that it is the depth and breadth of our content that is growing our audience.

SA FORESTRY eNEWS

This electronic newsletter is sent to SA Forestry readers monthly via email. It includes top stories of the month, and clicks through to the SA Forestry Online website. Masthead banner and sidebar banner ads on the website will also appear on the eNewsletter + free supporting editorial features.

SA FORESTRY ANNUAL

The SA Forestry Annual is a glossy, A4 magazine published once a year (in November). 1 500 copies of the SAF Annual will be printed and distributed to key forestry stakeholders and subscribers. The content will include all the best articles and reviews from the past year in forestry. The SAF Annual will serve both as a historical record of the year and as a showcase for the Forestry Industry going forward. It has a long shelf life and in many cases will be filed away for future reference.

SA Forestry is published by:-

Green Forest Media (Pty) Ltd
3 Minerva Rd, Westriding, Hillcrest 3610
PO Box 2110 Hillcrest 3650
Tel: +27 (0)31 7655108
Publishing Editor: Chris Chapman

ENQUIRIES: Chris Chapman; Cell: 082 899 3086; chris@safeforestrymagazine.co.za

VISIT: www.safeforestryonline.co.za

