

# SA Forestry

www.saforestryonline.co.za

## 2022 ADVERTISING RATES

### SA FORESTRY 2022 ANNUAL

(Glossy, A4 printed publication distributed in November 2022)

Ad description	Price excl. VAT	Price incl. VAT	Ad dimensions (width x depth)
Double Page Spread	R 24 150	R 27 773	420 x 297 mm
Full page	R 17 325	R 19 924	210 x 297 mm
Half page	R 11 025	R 12 679	190 x 132 mm
Third page	R 8 400	R 9 660	190 x 88 mm
Quarter page	R 6 825	R 7 849	190 x 66 mm
Lumberjack	R 2 625	R 3 019	60 x 60 mm
Loose Insert	R 8 400	R 9 660	A5 single or double page

### SAF 2023 DESKTOP CALENDAR – ADVERTISING RATES

(Printed A5 desktop calendar, distributed with the SA Forestry Annual in November 2022)

Ad description	Price excl. VAT	Price incl. VAT	Ad dimensions (width x depth)
PAGE SPONSORSHIP	R 14 500	R 16 675	117 x 127 mm

*please turn over ...*

## SA FORESTRY ONLINE RATES ([www.safeforestryonline.co.za](http://www.safeforestryonline.co.za))

Banner description	Price excl. VAT	Price incl. VAT	Dimensions (width x depth)
<b>MASTHEAD BANNER</b> (Subject to availability) Appears below the SA Forestry Online masthead on every page; also appears in monthly SAF Online eNewsletter; hyperlinked to your website.	R 1 400/month	R 1 610	728 x 180 pixels
<b>SIDEBAR BANNER</b> Appears in right hand column on every website page; also appears in monthly SAF Online eNewsletter; hyperlinked to your website.	R 1 200/month	R 1 380	164 x 208 pixels
<b>NEWSFEED BANNER</b> 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.	R 3 000/month	R 3 450	1000 x 138 pixels

### DISCOUNT OFFER ON ALL WEBSITE BANNERS:

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

**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 DESIGN SERVICES

SA Forestry offers an advert design service. You supply the elements (text, photo/s, logo) and we will do the rest.

The cost of the advert design depends on the complexity of the ad – ballpark cost is R 800 (ex VAT) for a half page ad (or smaller) – to R 1 500 (ex VAT) for a full page ad. Website banner ads approx. R 600 (ex VAT).

### ADVERTISING BOOKINGS & ENQUIRIES

**Chris Chapman:** Publishing Editor; tel 082 899 3086; [chris@safeforestryonline.co.za](mailto:chris@safeforestryonline.co.za)

**Richard van Wyk:** Advertising Manager; tel 071 350 5397; [richard@safeforestryonline.co.za](mailto:richard@safeforestryonline.co.za)

# SA Forestry

[www.saforestryonline.co.za](http://www.saforestryonline.co.za)

## INFO 2022

**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 [www.saforestryonline.co.za](http://www.saforestryonline.co.za) and also publishes the **SA Forestry Annual** – a prestigious, printed magazine that is mailed out to 1 200 key stakeholders in the forestry industry in November every year. The Annual is mailed out with the iconic SA Forestry Desktop Calendar.

SA Forestry 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, sidebar banner and newsfeed 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 are printed and distributed to key forestry stakeholders and subscribers. The content includes all the best articles and reviews from the past year in forestry. The SAF Annual serves 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 may be filed away for future reference.

### SA FORESTRY DESKTOP CALENDAR

This iconic desktop calendar is distributed with the SA Forestry Annual in November every year. It includes useful forestry info including conversion tables, the fire danger index and a Directory of key forestry stakeholders.

### ENQUIRIES:

**Chris Chapman:** Cell: 082 899 3086; [chris@saforestryonline.co.za](mailto:chris@saforestryonline.co.za)

**Richard van Wyk:** Cell 071 350 5397; [richard@saforestryonline.co.za](mailto:richard@saforestryonline.co.za)

### VISIT:

[www.saforestryonline.co.za](http://www.saforestryonline.co.za)

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