



subtrop JOURNAL

ADVERTISING OPPORTUNITY

1609

Journal Readers

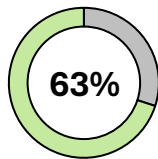
550

Annual Active Web Users

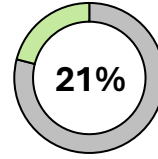
1K

Annual Page Views

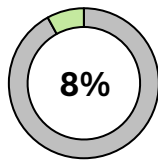
READERSHIP DEMOGRAPHICS



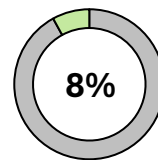
Growers



Value Chain Contributors



Exporters



Packhouses

ADVERTISING RATES

All amounts displayed are excluding VAT

Inner Front OR Back Page *	R11,300
Second Inner Front OR Back Page *	R10,860
Full page OR Advertorial page	R9,457
Half Page	R5,575
One Third Page	R4,165
Quarter Page	R2,770

*** Added value: Prime spot advertising include a website banner**

CONTACT



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Booking Link



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MEDIA KIT

DATES & DEADLINES

	Volume 46	Volume 47	Volume 48
Bookings	11 May 2026	18 August 2026	15 December 2026
Material & Payment	19 May 2026	26 August 2026	23 December 2026
Published	7 July 2026	15 October 2026	23 February 2027

TECHNICAL SPECIFICATIONS

Paper Format: Glossy Colour Magazine

Page Size: A4 (297 x 210 mm)

Advertisement Material: PDF Format, 300dpi & CMYK email or e-transfer

	Bleed	Trim	Type
Prime Spot & Full Page	303 (H) x 216 mm (W)	297 (H) x 210 mm (W)	280 (H) x 190 mm (W)
½ Page Horizontal	154 (H) x 216 mm (W)	148 (H) x 210 mm (W)	137 (H) x 190 mm (W)
½ Page Vertical	303 (H) x 105 mm (W)	297 (H) x 99 mm (W)	280 (H) x 90 mm (W)
⅓ Page Horizontal	105 (H) x 216 mm (W)	99 (H) x 210 mm (W)	90 (H) x 190 mm (W)
⅓ Page Vertical	303 (H) x 76 mm (W)	297 (H) x 70 mm (W)	297 (H) x 60 mm (W)
¼ Page	154,5 (H) x 111mm(W)	148,5 (H) x 105mm(W)	137,0 (H) x 90 mm (W)
¼ Page Horizontal	80,25 (H) x 216 mm (W)	74,25 (H) x 210 mm (W)	65 (H) x 190 mm (W)
¼ Page Vertical	303 (H) x 58,5 mm (W)	297 (H) x 52,5 mm (W)	280 (H) x 42,0 mm (W)
Website Banner	26.4 (H) x 19.2 mm (W)	25.4 (H) x 18.2 mm (W)	24.4 (H) x 17.2 mm (W)



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TERMS & CONDITIONS

- Prime Spot Advertising Rates include the Website Advertisements on the Digital Journal Website and Publication Webpages on the SAAGA, SALGA and SAMGA websites.
- Prime Spot advertisements can be booked for a maximum of three (3) editions per year, per advertiser, per Prime Spot.
- Prime Spot Advertising space will be allocated on a first come first served basis.
- Once an advertising confirmation booking form has been signed, the information provided on the form will be legally binding. Information provided on the confirmation booking form will be collected, accessed, processed and stored for the purpose of communication between Subtrop and the Advertiser and for the purpose of invoicing the advertiser.
- If the advertiser withdraws their advert(s) after the confirmation date specified, the advertiser will still be liable for the full advertising fee.
- If the advertiser has booked in advance for two or more editions, and a cancellation is received before the advertising confirmation date of a specific issue, a 25% handling fee will be charged.
- The advertiser is responsible for submitting the artwork and payment on or before deadline dates and ensures that images provided are not protected by copyright and correct information is submitted. Subtrop will take no responsibility for illegal use of images or incorrect information on the advertisements.
- Advertisements must be designed according to the size specification in this document and submitted in High Resolution (300dpi & CMYK) PDF format. No Advertisements submitted in JPEG format will be accepted. Subtrop will not design any advertisements.
- Subtrop does not charge Advertising Agency Fees and is not responsible for paying any Advertising Agency that places an advertisement.

DISCLAIMER

Indemnity: As supplier of the goods/services, you, the Advertiser warrant that you are familiar with and will comply with the provisions of the Consumer Protection Act, Act 68 of 2008 ('CPA') in all transactions between us. Among other, the CPA provides for some consumer rights regarding delivery, returns, disclosure of information and product quality and safety. You accordingly indemnify Subtrop against any damages that we or any other party may suffer as a result of your non-compliance with the CPA or as a result of any damages suffered by any party due to defective or unsafe goods/services supplied by you.