

SENWES SCENARIO

MEDIA KIT 2020

Who we are

The **Senwes Scenario** is an exciting agricultural magazine packed with a well-balanced mixture of relevant, technical, informative and newsworthy agricultural articles for small, medium, large and commercial producers, Senwes shareholders, suppliers, clients, investors and Senwes stakeholders who are passionate about agriculture. We concentrate on a 70% Afrikaans and 30% English language split, which reflects the *Senwes Scenario* audience demographics.

**FREE
CLIENT MAGAZINE**

FREQUENCY ➔ QUARTERLY

PRINT RUN ➔ 8 500

**SERIES BOOKINGS AVAILABLE
AT REDUCED RATES**





SENWES SCENARIO

Our content



TECHNOLOGY

In-depth articles about precision farming trends and innovative technological enhancements in the agricultural sector.



CROP PRODUCTION PRACTICES

Informative articles by agronomists and specialists from different fields in agriculture about efficient crop production practices.



LIVESTOCK

Expert advice to livestock producers on animal health and nutrition, feed and best practices to increase productivity.



FARMING EQUIPMENT

Seasonal information and guidelines on whole goods, equipment, spares and parts, as well as timely communication from workshops.



FINANCIAL AND MARKETING TRENDS

Projections on grain marketing trends and sound advice based on thorough research and data analysis, as well as recommendations on insurance and financial planning.



NICHE MARKETS

Fascinating articles on interesting agricultural practices and niche markets, featuring financial and implementation insights.



PRODUCER INTERESTS

Refreshing perspectives, opinions and advice on a wide variety of reader interests such as game, hunting, firearms and ammunition, gardening, recipes, pets, religion and many more.

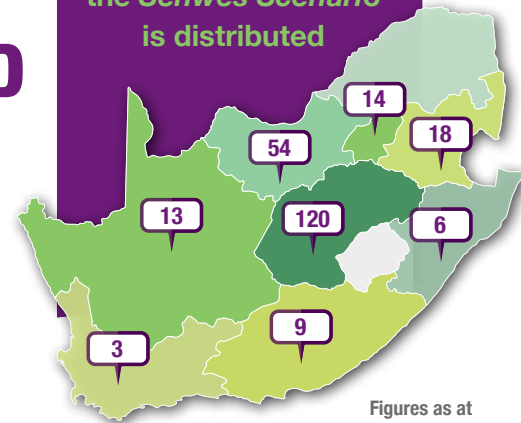
DISTRIBUTED

90% subscriber-based and a further ± 2 000 free through all Senwes outlets and all affiliate partners.

DIGITAL EDITION:

Available on the Senwes and the Senwes Scenario websites at www.senwes.co.za and www.scenario.co.za

Number of Senwes Group business units per province where the *Senwes Scenario* is distributed



Figures as at 30 April 2019.

Our readers



LSM: 8-10

85.5%

are full-time farmers



92%

are married



74% are between 35 and 70 years old

Vast majority are diversified farmers

51%



36%



Estimated readership

13 260

(excluding electronic option figures)

SENWES SCENARIO

Our rates

ADVERTISEMENTS	RATES	SPECIFICATIONS
FULL PAGE	R17 385	210mm (W) x 275mm (H) + 5mm BLEED
HALF PAGE: Portrait	R11 557	91mm (W) x 250mm (H) + 5mm BLEED
HALF PAGE: Landscape	R11 557	182mm (W) x 121mm (H) + 5mm BLEED
QUARTER PAGE: Portrait	R6 161	91mm (W) x 121mm (H) + 5mm BLEED
QUARTER PAGE: Landscape	R6 161	182mm (W) x 60,5mm (H) + 5mm BLEED
BANNER STRIP	R3 793	182mm (W) x 32mm (H) + 5mm BLEED
DOUBLE PAGE	R29 264	210mm (W) x 275mm (H) + 5mm BLEED

Rates exclude agency commission and VAT.

Series bookings applicable at reduced rates.



SUMMER 2019:
<https://joom.ag/PZte>



SPRING 2019:
<https://joom.ag/CV4e>



WINTER 2019:
<https://joom.ag/Zdae>



For the complete *Senwes Scenario* archive, visit <https://senwes.co/senwes2020>

Our themes and timeline

EDITION THEME	SUMMER: PRECISION FARMING	AUTUMN: HARVEST TIME	WINTER: LIVESTOCK	SPRING: PLANTING TIME
EDITION DATE	December 2019 - February 2020	March - May 2020	June - August 2020	September 2020 - November 2021
BOOKINGS CLOSE	13 November 2019	7 February 2020	5 July 2020	7 August 2020
MATERIAL DEADLINE	21 November 2019	17 February 2020	18 May 2020	17 August 2020
PUBLISHING DATE	10 December 2019	9 March 2019	8 June 2020	7 September 2020

CONTACT

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FULL PAGE

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HALF PAGE Landscape
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QUARTER PAGE Landscape
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BANNER STRIP
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HALF PAGE Portrait
91mm (W) x 250mm (H) + 5mm BLEED

QUARTER PAGE Portrait
91mm (W) x 121mm (H) + 5mm BLEED

SPECIFICATIONS FOR BLEED, LAYOUT AND FORMAT

- ▶ Bleed: 5 mm on all sides for cutting
- ▶ Type area: 10 mm all round within trim size
- ▶ Format: PDF
- ▶ Colour: CMYK
- ▶ Material: via email, Dropbox or WeTransfer

Page margin

Page margin

QUARTER PAGE: Landscape

5 mm bleed

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