

Who is TWK?

The primary goal of the co-operative was to promote the marketing of the timber and bark of its members. Although this was a top priority throughout the years, the board of directors soon realised this should not be their only responsibility. Provision should also be made to supply the necessary production materials to its members.

During the 42nd Annual General Meeting in 1982, the name was changed to the Transvaal Wattle Growers Co-operative Limited, abbreviated to TWK.

TWK has progressed over the years and developed into a remarkable company, providing its members and the community with various products and services to supply all their needs.

2020 DEADLINES

2020 Issue	Theme	Booking and Editorial	Advertising material	Distribution date
Mar/Apr/May	Silos, Grain, Grain Marketing, Safex, Personnel Management	27 Jan 2020	04 Feb 2020	09 Mar 2020
Jun/Jul/Aug	Wood, Charcoal, TTP, Sawco, Matsapa	22 Apr 2020	06 May 2020	08 Jun 2020
Sep/Oct/Nov	Retail, Hardware, Fertilizer, Harvest, Planting time & Financial Services	22 Jul 2020	05 Aug 2020	07 Sep 2020
Dec/Jan/Feb	Holiday, Motors, Engines, Tyres	21 Oct 2020	04 Nov 2020	07 Dec 2020

RATES AND SIZES

Size	Rate	Advert Size
Outside Back Page	R13 400	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Inside Back Page	R11 800	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Inside Front Page	R11 800	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Full Page	R11 400	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Half Page	R6 550	Horizontal: Trim: 148 x 210 mm Bleed: 158 x 210 mm Text: 138 x 200 mm Vertical: Trim: 297 x 105 mm Bleed: 307 x 115 mm Text: 287 x 95 mm
Third Page	R5 500	Horizontal: Trim: 99 x 210 mm Bleed: 103 x 220 mm Text: 89 x 200 mm Vertical: Trim: 297 x 70 mm Bleed: 303 x 76 mm Text: 277 x 60 mm
Quarter Page	R3 300	Trim: 148 x 105 mm Bleed: 158 x 115 mm Text: 138 x 95 mm
Strip advert	R3 300	Trim: 59 x 210 mm Bleed: 65 x 216 mm Text: 47 x 195 mm
DPS	R20 800	See full page specifications
Advertorial (Full Page)	R8 500	Client sends article in Word Document. Layout of the article is done according to the magazine style.
Advertorial (Half Page)	R4 900	Client sends article in Word Document. Layout of the article is done according to the magazine style.

No crop marks on artwork
Rates exclude VAT and agency commission

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more about

TWK RADIUS

1 READERS PROFILE

Commercial farmers and role players in agriculture that includes the forestry industry.

2 DISTRIBUTION METHOD & AREA

Radius is distributed via post as well as at TWK Trade branches to farmers and TWK customers/shareholders in Mpumalanga, KwaZulu-Natal, Eastern Cape and Swaziland.

3 LANGUAGE

English and Afrikaans

4 FREQUENCY

Quarterly

5 CIRCULATION

7 000

6 FORMAT

A4 (297 mm x 210 mm)

7 COST PER COPY

R1,63