

# 2020 RATE CARD

1 January 2020 - 31 December 2020

## MORE ABOUT NWK ARENA...

NWK Arena is NWK's customer magazine whose aim is to serve NWK's customers effectively with a mixture of relevant technical articles, shorter industry and agricultural news articles inherent to the NWK area with a bit of humour, lighter articles and competitions for good measure.

### 1 READERSHIP

Active commercial producers, shareholders and clients of NWK as well as decision-makers in commercial agriculture.

### 5 LANGUAGE

Afrikaans & English

### 2 DISTRIBUTION METHOD

By mail, NWK Head Office and selected NWK Retail stores.  
Digital edition available on the NWK website ([www.nwk.co.za](http://www.nwk.co.za)) under Media Centre/Publications.

### 6 PRINTING ORDER

4 800

### 7 FORMAT

A4 (297 mm x 210 mm)

### 3 DISTRIBUTION AREA

Mainly in the North West Province and Gauteng (Petit, Randfontein).

### 4 FREQUENCY

Bi-monthly

### 8 COST PER COPY

R2.29

### 2020 DEADLINES

2020 Issue	Features	Booking	Editorial	Material	Distribution date
Jan/Feb	General	09 Dec 2019	11 Dec 2019	13 Dec 2019	12 Feb 2020
Mar/Apr	Farm workshop & NAMPO	12 Feb 2020	14 Feb 2020	18 Feb 2020	03 Apr 2020
May/June	Animals	09 Apr 2020	15 Apr 2020	17 Apr 2020	05 Jun 2020
Jul/Aug	Ready, steady, plant	19 Jun 2020	23 Jun 2020	25 Jun 2020	12 Aug 2020
Sep/Oct	In and around the house	14 Aug 2020	18 Aug 2020	20 Aug 2020	07 Oct 2020
Nov/Dec	General	09 Oct 2020	13 Oct 2020	15 Oct 2020	01 Dec 2020

## Who is NWK?

NWK Limited is a leading agricultural business that has been participating successfully in the grain and food value chain of southern Africa, mainly in the North West Province, for more than a century.

The business activities of the NWK Group include mainly the following:

- 1. Input supply:** NWK Retail, Mechanisation, Midchem (agricultural chemicals), Seed, NWK Omnia Fertiliser Marketing, Liquid Fertiliser, Bastion agricultural lime and NWK Logistics.
- 2. Agricultural Management Services:** Agricultural advice and consultation services, precision farming, agricultural extension services, geographic information systems and an agricultural development initiative.
- 3. Grain Services:** Grain trading, storage and handling.
- 4. Financing:** An extensive range of financing products and services are offered such as production accounts, term loans, livestock loans, lime term loans, month accounts and many more.
- 5. Insurance and financial services (Certisure):** Short-term insurance, crop insurance, financial planning, life insurance, medical funds and funeral schemes.

### RATES AND SIZES

Size	Rate	Trim	Bleed	Print
Full Page	R11 000	210 mm (W) x 297 mm (H)	216 mm (W) x 303 mm (H)	190 mm (W) x 277 mm (H)
Half Page (Horizontal)	R7 400	210 mm (W) x 148 mm (H)	216 mm (W) x 154 mm (H)	200 mm (W) x 135 mm (H)
Half Page (Vertical)	R7 400	105 mm (W) x 297 mm (H)	108 mm (W) x 303 mm (H)	95 mm (W) x 277 mm (H)
Third Page	R5 500	70 mm (W) x 297 mm (H)	76 mm (W) x 303 mm (H)	60 mm (W) x 277 mm (H)
Quarter Page	R4 100	105 mm (W) x 148 mm (H)	111 mm (W) x 154 mm (H)	95 mm (W) x 135 mm (H)
Strip advert	R3 400	210 mm (W) x 59 mm (H)	216 mm (W) x 65 mm (H)	195 mm (W) x 47 mm (H)
Double page spread (DPS)	R20 000	See full page specifications.		
Advertorial (FP)	R7 600	Client sends article in word document to Schmiltz. Layout of the article is done according to the magazine style.		
Advertorial (HP)	R4 650	Client sends article in word document to Schmiltz. Layout of the article is done according to the magazine style.		

Rates exclude VAT and include agency commission

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