



2024 RATE CARD

Who is TWK?

TWK is a diversified group of companies operating in the agriculture, forestry, grain, financial services and motor and tyre industries.

For more information about TWK Agri, visit www.twkagri.com.

2024 DEADLINES

2024 Issue	Booking and Editorial	Advertising material	Distribution date
Mar/Apr/May	29 Jan 2024	05 Feb 2024	08 Mar 2024
Jun/Jul/Aug	22 Apr 2024	29 Apr 2024	07 Jun 2024
Sep/Oct/Nov	22 Jul 2024	29 Jul 2024	06 Sep 2024
Dec/Jan/Feb	21 Oct 2024	28 Oct 2024	06 Dec 2024

RATES AND SIZES

Size	Rate	Advert Size
Outside Back Page	R16 000	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Inside Back Page	R14 300	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Inside Front Page	R14 300	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Full Page	R13 650	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Half Page	R7 900	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	R6 650	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	R4 000	Trim: 148 x 105 mm Bleed: 158 x 115 mm Text: 138 x 95 mm
Strip advert	R4 000	Trim: 59 x 210 mm Bleed: 65 x 216 mm Text: 47 x 195 mm
DPS	R25 000	See full page specifications
Advertorial (Full Page)	R10 200	Client sends article in Word Document. Layout of the article is done according to the magazine style.
Advertorial (Half Page)	R5 950	Client sends article in Word Document. Layout of the article is done according to the magazine style.

more about

TWK RADIUS

- CIRCULATION**
5 000 copies get printed per edition.
- DISTRIBUTION METHOD & AREA**
The magazine gets distributed at TWK's Operational Points* in the TWK Operational Area (Mpumalanga, KwaZulu-Natal, Eastern Cape and Swaziland).
***Operational points**
 - TWK Head Office, TWK Agri Trade Branches (Mainly in Mpumalanga and KwaZulu-Natal), Insurance Branches (Mpumalanga and KwaZulu-Natal), Total (Piet Retief) and Perfect Water (Piet Retief).
 - Sales agents distribute the magazine in the Eastern Cape.
 - The TWK Agri Trade Branch in Swaziland also receives magazines.
 - Other distribution points: Rudamans in Nelspruit and Hoedspruit as well as selected businesses in Piet Retief.
- DIGITAL COPY**
TWK Radius is also available online at www.twkagri.com/radius.
- LANGUAGE**
English and Afrikaans
- FREQUENCY**
Quarterly (March, June, September and December)

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Rates exclude VAT and agency commission

