



UBISI MAIL

– the little magazine with **BIG SOLUTIONS** to help you invest in the future of agriculture

MEDIA GUIDE 2011

INTRODUCTION

Ubisi Mail was established in 2005. It is a quarterly magazine compiled and published by Agri Connect (Pty) Ltd, a filial of MPO Holdings. Agri Connect is a media communication company that serves agriculture through the publication of various magazine titles, radio programmes, news and handbooks. **Ubisi Mail** compliments the well-known and award-winning **The Dairy Mail**, which is a publication for the milk producers of South Africa.

WHAT MAKES UBISI MAIL DIFFERENT?

The inviting and user-friendly format is part and parcel of its success. The handy A5 size makes it easy to handle and store, while the fixed format is an all-round winner among its users. A standard edition of *Ubisi Mail* will look as follows:

- A main article (in English) regarding a very important aspect of farming (e.g. hygiene in the milking stable)
- A second article (in English) regarding a successful agri-BEE project or an inspiring individual success story.
- The 'Let's solve it' page where simple and practical solutions are given to everyday problems on the farm.
- The technology pages – The technology section consists of six to seven different subjects, ranging from an animal disease, to animal care, vegetable gardening and building your own structures. Each technology article consists of a one-page article, explaining the subject at hand (e.g. weaning calves). This article is accompanied by two illustrated pages in which user-friendly drawings are used to explain the process. Approximately five key points are drawn from each article and accompany the illustrations.
- To add even more value, the key points are translated into five languages: English, Afrikaans, Zulu, Xhosa and Sesotho.
- The enrichment section contains another illustrated article, this time focusing on the farmer and his or her family. Here aspects such as general health and caring for your family are addressed.

READERSHIP

The magazine is distributed to its readers by way of **The Dairy Mail**, which is mailed to the members of the Milk Producers' Organisation. These members are responsible for distributing the magazine to their workers or managers. The magazine also has an exclusive database of small scale farmers, farm workers and farm managers.

DISTRIBUTION

A total of 10 000 copies are printed per edition and distributed together with **The Dairy Mail** and by way of the kind assistance of Ecolab, Taurus and the MPO Institute of Dairy Technology. A total of 4 460 copies of this print run is also mailed to readers on an exclusive database.

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BECOME AN UBISI MAIL PARTNER

We have structured a special package for our partners, which will benefit you and your company, while making a worthwhile contribution towards the future of farming in our country.

This offer comes at a cost of R10 550 per edition, which will give you:

- A full-page advertisement
- Three pages worth of editorial material (technical information) which will consist of an one-page article and two illustrated pages of training material. You supply the basic material and we will do the rest.
- Your logo on these 3 pages

RATE CARD

Front cover logo + 1 page advertorial	R8 995
Back cover	R9 310
Inside front	R7 760
Inside back	R7 140
Double page spread	R9 680
Full page (Portrait only)	R6 200
1/2 Page	R4 035
1/4 Page (Portrait only)	R2 560
Advertorial	R5 710
4-page partner sponsor	R10 550
Suppliers' supplement 8p	R29 800
Suppliers' supplement 16 p	R49 600
Run-on (8 pp) - 1 000	R1 100
Run-on (16 pp) - 1 000	R1 650
Insert supplied 10 500	R9 500

For innovative advertising opportunities, discuss our exciting and attention-grabbing options with your representative eg. false covers, bellybands, bookmarks, etc. Rates vary, so quotations will be supplied on demand.

TECHNICAL DATA

Adverts must be supplied in PDF/X-1A file format.

Picture quality: Formats required in a JPG or TIF without compression.

No Bitmap or GIF files accepted.

Images: All images must be supplied at 350 dpi.

UBISI MAIL SUPPLEMENTS

An **Ubisi Mail** supplement is a unique way in which to promote your product, while training others in its uses and functioning. This exceptional value for money offer includes our full editorial service, rewriting of material for publication, sketches for training purposes, layout and design.

These supplements consist of 8 or 16 pages which you can fill with information and which we will transform into the ideal training tool.

In addition to being included in the **Ubisi Mail**, you will also have the option of ordering a run-on of 1 000 copies, giving you loose hand-outs to distribute as you see fit.

FEATURES 2011

For 2011 we have an exciting editorial base planned, with articles addressing empowerment, financial planning, technical knowledge and animal diseases, most of which will be illustrated with sketches. All of these articles will be presented to add to the typical farm worker's skills development.

DEADLINES

Month of issue	March	June	September	December
Editorial contributions and advertorials	3 Jan	28 Mar	24 Jun	23 Sep
Booking deadline	20 Jan	13 Apr	14 Jul	10 Oct
Final PDF's	27 Jan	20 Apr	18 Jul	17 Oct
Postage	23 Feb	20 May	19 Aug	16 Nov

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