Agribook.digital

MEDIA KIT 2026 · V2

Advertise to South Africa's agri value chain

Reach farmers, agri-professionals, new entrants and decision-makers who use Agribook as their primary reference for every stage of the South African agricultural value chain.

Published

October 2026 · v2

www.agribook.co.za
South Africa's primary online handbook
for the agri value chain



Why Advertise with Agribook.Digital

www.agribook.co.za is South Africa's largest online farming and agriculture handbook. It is a continuously updated, 500+ page reference covering 167 chapters across 14 major sections of the entire agri value chain — from production and livestock to markets, finance, training, legislation and careers.

Unlike pure listing sites, Agribook is first and foremost an information resource. Readers come with intent: researching options, comparing suppliers, planning entry into farming, or solving operational problems.

> **Advertising here places your brand in the context of trusted, practical content.**

AUDIENCE SNAPSHOT · AVERAGE MONTH

PAGE VIEWS / MONTH
10,000–12,400

SESSIONS / MONTH
8,000–10,000

AVG. VISIT DURATION
~8 min
Zoho SalesIQ

DEVICE MIX
70–80% desktop
~20–30% mobile

PRIMARY GEOGRAPHY
South Africa (majority)
With secondary interest from the US, Ireland and regional African countries

TOP CONTENT THEMES

- Agriculture in the Provinces
- Education & Training
- Finance for New Farmers
- Livestock
- Fresh Produce Markets
- Shows & Events

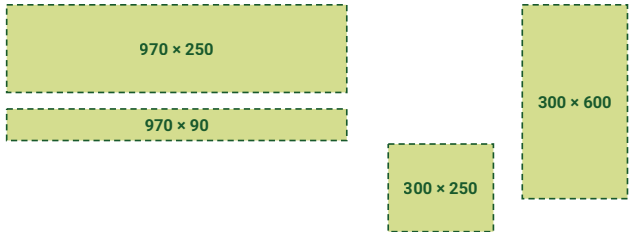
Figures based on Google Analytics (Aug 2025–Jul 2026 average, bot-adjusted) and Zoho SalesIQ (Sep 2025–Aug 2026). Desktop research use and long session times confirm handbook-style intent rather than casual browsing.

Ad Units & Placements

Four Google Publisher Tag units are available. All new units use the path `/23350755452/agribook.co.za/`. Each unit has a house line item that fills 100% of unsold inventory at a **R20 CPM floor**.

UNIT	SIZE	PRIMARY PLACEMENT	NOTES
`agribook_hp_billboard`	**970 × 250**	Homepage only, below tagline and above Latest News	Exclusive home-face branding. Low volume, high visibility.
`agribook_header_leaderboard`	**970 × 90**	Chapter templates (centre of the Hero image). Optional: blog, archive, category pages.	High reach on content pages.
`agribook_article_incontent`	**300 × 250**	Chapter template side column (desktop & mobile).	Strong performance on high-traffic chapter pages. Contact us for best performing chapter pages which varies from month to month.
`agribook_article_sidebar`	**300 × 600**	Blog template right rail (desktop).	Desktop only.

RELATIVE SIZES (TO SCALE)



Recommended for maximum value

Run the 300×250 and 300×600 units on chapter templates (the highest-traffic pages) as well as blog. This significantly increases deliverable impressions.

Sponsorship Pricing (4× Floor)

Pricing is based on a conservative average-month impression estimate of approximately **25,000–31,000 impressions** across all four units when in-content and sidebar placements run on chapter pages. Listed impressions based solely on organic and direct traffic. We will be starting digital marketing campaigns soon which we expect to at least double the traffic and pricing shown below will subsequently increase. Remnant inventory is floored at R20 CPM.

Shared / Category

From **R1,500**
PER MONTH

Shared SOV (Share of Voice) or limited to specific high-traffic sections.

Subject to availability.

MOST POPULAR

Exclusive Takeover

R2,500
PER MONTH

100% SOV (Share of Voice) on all four units for one calendar month.

No competing ads or house ads on those units.

Exclusive + Sponsored Blog Post

R3,200
PER MONTH

Exclusive Takeover plus one Sponsored Blog Post.

Implied CPM

Approximately R80–R100 on the exclusive package (4× the R20 remnant floor).

Make-good

If delivered impressions on booked units fall more than 15% below the planning estimate, the campaign is extended by days or a second week of header rather than a cash rebate.

Terms

All prices are for one calendar month. Not VAT Registered. Bookings are confirmed on receipt of creative and payment.

Self-Serve via Google Ads

Agribook's inventory is sold programmatically through Google AdSense / Google Ad Manager under publisher network `23350755452`. Advertisers who prefer self-serve — directly or through their agency — can buy it in **Google Ads** (Display or Performance Max campaigns) by adding **agribook.co.za** as a managed placement. The same four units are available; when no direct sponsorship is booked, they fill at the R20 CPM floor (or higher if market demand exceeds it).

Direct sponsorships take priority over programmatic demand for the reserved period. Creative must meet standard Google policies and Agribook brand guidelines (no competing agricultural handbooks). Contact us if you need help setting up a self-serve campaign or would like a hybrid approach.

How to Book a Direct Sponsorship

Email Mike Stuart (mike@agribook.co.za) or Craig Macaskill (craig@agribook.co.za) with:

- Preferred month and package (Exclusive or Exclusive + Sponsored Blog Post)
- Creative assets (static or HTML5, sizes as listed)
- Any targeting or section preferences

We will confirm availability, send an invoice, and schedule the campaign once payment is received.



Contact

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