



RADIUS



2025 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.

2025 DEADLINES

2025 Issue	Booking and Editorial	Advertising material	Distribution date
Mar/Apr/May	31 Jan 2025	07 Feb 2025	07 Mar 2025
Jun/Jul/Aug	28 Apr 2025	05 May 2025	06 Jun 2025
Sep/Oct/Nov	25 Jul 2025	01 Aug 2025	05 Sep 2025
Dec/Jan/Feb	24 Oct 2025	31 Oct 2025	05 Dec 2025

RATES AND SIZES

Size	Rate	Advert Size (H x W)
Outside Back Page	R17 100	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Inside Back Page	R15 300	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Inside Front Page	R15 300	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Full Page	R14 600	Trim: 297 x 210 mm Bleed: 307 x 220 mm Text: 287 x 200 mm
Half Page	R8 450	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	R7 100	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 280	Trim: 148 x 105 mm Bleed: 158 x 115 mm Text: 138 x 95 mm
Strip advert	R4 280	Trim: 59 x 210 mm Bleed: 65 x 216 mm Text: 47 x 195 mm
DPS	R26 750	See full page specifications
Advertorial (Full Page)	R10 900	Client sends article in Word Document. Layout of the article is done according to the magazine style.
Advertorial (Half Page)	R6 350	Client sends article in Word Document. Layout of the article is done according to the magazine style.

more about

TWK RADIUS

1 CIRCULATION

5 000 copies get printed per edition.

2 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.

3 DIGITAL COPY

TWK Radius is also available online at www.twkagri.com/radius.

4 LANGUAGE

English and Afrikaans

5 FREQUENCY

Quarterly (March, June, September and December)

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