

FOOD & AGRI TRADE AFRICA Media Kit 2022

Welcome to the 2022 edition of the annual FOOD & AGRI TRADE AFRICA directory. The directory showcases Africa's countries, its agricultural fresh and processed products together with export and investment opportunities. In addition, the directory allows service providers to list their products and services in an easy to use Service Provider section.

As a valued roleplayer on the African continent, the African Agri Council NPC (AAC) invites your participation in the 2022 edition:

SERVICE PROVIDER BRANDED LISTING

Branded Listings are placed alphabetically and consists of your logo, contact detail, email, web address, social media links and a 30-word description. Service Providers are cross-referenced to:

SERVICE CATEGORIES

- Producer Service Provider and/or Equipment Supplier
- Agri Producer and/or Produce Processor
- Refrigeration Equipment Supplier
- Processing and/or Packaging Equipment Supplier
- Packaging and/or Print Supplier
- Produce Packing and/or Produce Processing
- Logistic and/or IT Services
- Exporter, Trader or Agent
- Refrigeration and/or Cold Storage Services
- Forwarding and Clearing Services
- Freight Handling and Transport
- Industry Support Services

PRODUCE CATEGORIES

Processed

- Fruit & Nuts
- Vegetables & Legumes
- Fruit & Vegetable Juice
- Tubers & Fungi
- Oil Crop Products
- Sugar Crop Products
- Grain Crop Products
- Sauces & Soups
- Spices & Additives
- Ready-Made Food
- Beverages
- Poultry & Eggs
- Red Meats
- Seafood & Aquaculture
- Dairy

Fresh

- Citrus Fruit
- Deciduous Fruit
- Subtropical Fruit
- Exotic Fruit
- Vegetables & Other Cash Crops

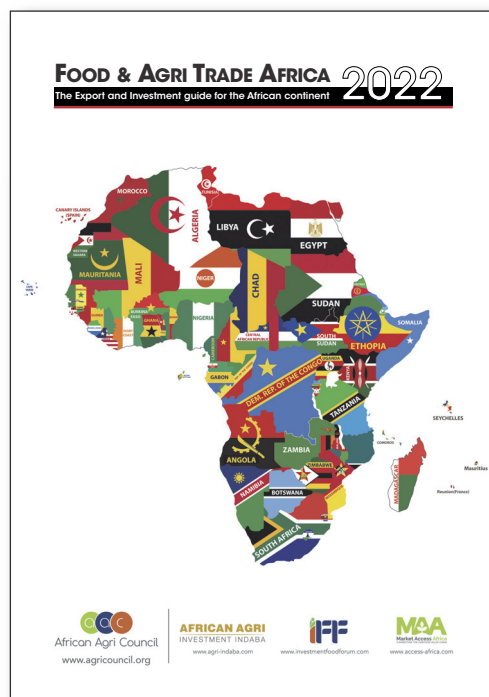
STANDARD ADVERTISING & COUNTRY SPONSORSHIP

Spaces include full and double pages. **All with a branded listing included.**

Advertisements are appropriately placed in one of the following sections:

- Section 1: African Country Profiles
- Section 2: Fresh Food Products
- Section 3: Processed Food & Beverage Products
- Section 4: Service Providers

Participating African countries will receive 100 free directory copies and can order additional copies for distribution at events.



African Agri Council

- The African Agri Council NPC (AAC) is a pan African institution that promotes the development of sustainable food and agriculture in Africa. It comprises a network of key stakeholders connected to Africa's entire food and agriculture business value chain. We work with governments, investors and project owners and developers to accelerate investment into bankable agricultural projects, and bring together food and agriculture buyers and sellers and with a focus on attaining and improving access to regional and international markets.

www.agricouncil.org

Branded Listing Rate

Branded listing US \$ 250

Standard Advertising Rate

Full page US \$ 1,050

Dbl-page spread US \$ 1,550

Country Sponsorship Rate

Country sponsorship includes a full page advertising space opposite the sponsored country profile.

Dbl-page spread US \$ 5,000

Deadlines and Distribution Facts

Booking deadline: Wednesday, 15 December 2021.

To participate, complete the electronic booking form on the following page and email to aac@malachite.co.za to secure your entry.

Material deadline (print): Friday, 28 January 2022

Print-ready material can be supplied by WeTransfer or email.

Launch: AfriKAgro, Paris, France (5-7 April 2022)

Distribution: South Africa

- AAC organised events
- Participating private companies and institutions

Africa

- All African Agricultural Attache offices and/or Embassies in South Africa
- Participating private companies and institutions

International

- Countries who have a trade office or embassy in South Africa
- AAC organised events or international events where the AAC exhibit during 2022 and 2023.

Terms, Conditions and Enquiries

- The publishers reserves the right to refuse or request changes to any material submitted.
- Space for listing text descriptions is controlled and over-length submissions will be edited.
- Listing descriptions may be edited to conform with our standard style and format.
- Bookings are final. We will however accommodate detail changes before print.
- For technical enquiries, contact Gerhard de Beer at +27 (0)21 850 0221 (office hrs) or +27 (0)83 310 8828 (mobile) or email us at aac@malachite.co.za
- For enquiries regarding participation, AAC membership or it's events, contact:
 - Manuel Singano at +27 (0)78 665 6164 (mobile) or email him at manuel.singano@agricouncil.org
 - Mzamo Jika at +27 (0)63 875 8899 (mobile) or email him at mzamo.jika@agricouncil.org

Material Specification for Designers

DOUBLE-PAGE SPREAD (A3 landscape) ad trim size: 297 mm H x 420 mm W. Please add 3 mm bleed to all sides and bear spine in mind for text placement.

FULL PAGE (A4) ad trim size: 210 mm W x 297 mm H. Please add 3 mm bleed to left and right sides.

BRANDED LISTING LOGO Please supply a good quality logo for your branded listing in the Service Provider section.

- Please ensure that images are high quality (300 dpi) and in process colours (CMYK).
- No spot colours are accommodated and please set white text to knock out.
- Please adhere to an 8 mm from edge type area for all important information.
- Supply print-ready material with bleed, preferably no crop marks and no embedded profiles.
- All fonts must be included in PDF material or be converted to curves/paths.

Material to be supplied in one of the following formats: Print Optimised PDF, Uncompressed JPG, EPS or TIF files
Please email material to aac@malachite.co.za or use WeTransfer.

What's Next?

- We will acknowledge receipt of your completed booking form.
- A digital proof of your listing and ad material will be supplied for your approval before going to press.
- A pro-forma invoice will be supplied to confirm your entry.