

Vegetables & Fruit

GROENTE & VRUGTE



www.vegetablesandfruitmagazine.co.za

Published bi-monthly

A specialised publication dedicated to the entire fresh produce industry.



PUBLISHER

MEDIAKOM



RATE CHANGE: 1 OCTOBER 2025 ♦ RATE EFFECTIVE: 1 JANUARY 2026

ADVERTISING:

Jana Greenall

- 📍 MISA Centre, 12 Fir Drive, NORTHCLIFF 2195
- 📧 PO Box 1432, NORTHCLIFF 2115
- ☎ 082 780 9914
- ✉ mediacom@lantic.net

EDITORIAL:

Carien Daffue

- 📍 PO Box 20250, NOORDBRUG 2522
- 📍 17 Clark Street, Potchefstroom 2531
- ☎ 082 927 8294
- ✉ vegandfruit@mediakom.co.za

TECHNICAL REQUIREMENTS

FORMAT:

A4 glossy magazine
Afrikaans / English

FREQUENCY:

6 per year

PAGE SIZE:

Type: 280 x 190 mm
Trim: 297 x 210 mm
Bleed: 303 x 216 mm

MATERIAL:

E-mail or e-transfer in PDF,
Jpeg or Tiff format;
300 dpi and CMYK.

PUBLISHING DATES & DEADLINES

ISSUE	FEATURES	BOOKINGS	MATERIAL	PUBLISHED
JAN • FEB No. 229	Tomatoes, Potatoes, Fertilization	08-12-2025	08-01-2026	03-02-2026
MAR • APR No. 230	Brassicas (cabbage, broccoli, cauliflower), Macadamias, Crop protection	23-02-2026	10-03-2026	02-04-2026
MAY • JUN No. 231	Root vegetables (carrots, beetroot, onions), Citrus, Stone fruit, Fertilization	14-04-2026	30-04-2026	26-05-2026
JUL • AUG No. 232	Peppers, Deciduous fruit, Crop protection	17-06-2026	03-07-2026	28-07-2026
SEPT • OCT No. 233	Cucurbits (pumpkins, cucumbers, gem squashes, baby marrows), Tomatoes, Citrus	13-08-2026	28-08-2026	22-09-2026
NOV • DEC No. 234	Subtropical fruit, Nuts, Irrigation	08-10-2026	23-10-2026	17-11-2026



ADDED VALUE WEBSITE EXPOSURE

Vegetables & Fruit is available on subscription (hard copy and online) to producers, market agents and fresh produce markets as well as related businesses.

Communication with various organisations in the fruit and vegetables industry ensure that the best possible information is sourced and presented. This benefits the advertisers as extended mileage is received.

ADVERTISING RATES:

Per insertion for full colour

Full page (A4)	R23 620
Half page horizontal / vertical	R14 810
Third page horizontal / vertical	R8 730
Quarter page horizontal / vertical	R7 075
Cover positions	R24 720
Front cover strip	R10 800

ADVERTORIALS: Rate less 15%.

Agency commission excluded

Website rates on request

Rates exclude VAT. Advertising agency commission of 15% included.



www.facebook.com/SAGroenteenVrugte

Bly ingelig en volg ons op Facebook.
Keep up to date and follow us on Facebook.