



## Rate Card 2019 (April 2019)

**TropicalBytes was born from the union between SugarBytes and Diversification.** SugarBytes began by celebrating success in sugar cane farming and profiling the key elements behind that success to the greater industry. The decline in that industry led to broad-based diversification. TropicalBytes is a result of keeping pace with change and industry needs.

TropicalBytes follows the same winning recipe, in a larger market. It is a simply written, easy to read, digital newsletter profiling a person or a topic that has the potential to enlighten, enhance and empower those working the soil in a subtropical climate.

### DISTRIBUTION

Every fortnight, a new article is published and posted to the website. All macadamia farmers and most commercial sugarcane farmers receive a link to the article per email and/or their industry App.

### READERSHIP

1500+ sugar-related growers and industry players (existing)

Google Analytics on 18 April 2019 for previous 90 days:

Sessions	Users	Page Views
3,120	1,673	8,903
Bounce Rate	Organic Search	Pages/Session
0.16%	319	2.85

### PLUS

700+ macadamia farmers (as from 18 June 2019)

### ADVERTISING RATES

Two packages on offer:

**FULL:** All 13 editions left in 2019 (from 18 June 2019) Total R 55 800 (paid in 6 mnthly payments of R 9300 - July to Dec)

**HALF:** Every alternate edition for the rest of 2019 (from 18 June 2019) Total R 33 600 (paid in 6 monthly payments of R 5600 - July to Dec)

Rates exclude Agency Commissions.  
No VAT applicable.

### ADVERT SPECIFICATION

256 pixel wide x 355 pixel high, jpeg / gif file required. Website address for link from the advert block.

### CONTACT DETAILS



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