



**TropicalBytes**

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Equipping farmers for Excellence & Success by sharing Knowledge & Expertise

## **RATE CARD 2021**

**R4895 per block per edition (no VAT applicable)**

**One edition per month**

**Block size: 256 pixel x 355 pixel portrait jpeg or gif file**

**10% discount and prime placement given for annual block bookings (all 12 editions in 2021) paid before 1 Jan 2021.**

TropicalBytes started publishing articles on successful sugarcane farmers in 2016, under the name SugarBytes. Farmers found value in the experience and expertise shared by their compatriots and asked that the platform broaden its offering. As a result, in 2019, SugarBytes was relaunched as TropicalBytes and farmers started learning from the Macadamia industry's best producers.

Macs will continue to be the focus in 2021. Approximately 1000 farmers (mostly operating in a sub-trop climate) receive the TropicalBytes article links every month. The market is niche and very engaged with page views averaging 2500 per month and a bounce rate of less than 2%.

For more info, contact Debbie  
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