



Rate Card 2025

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**Equipping Farmers for Excellence and Success by
Sharing Knowledge and Expertise.**

About Our Readers

Who



Sugar Cane Industry - Farmers, Millers, Association, Industry Observers, International Industry



Macadamia Industry - Farmers, Processors, Association, Industry Observers, International Industry



Avocado Industry - Farmers, Packers, Association, Industry Observers, International Industry

How



Subscription through email - 500 engaged subscribers.
(Recently cut back less active subscribers from database of 800)



Social Media



Instagram



LinkedIn



Facebook

About Us



We are a **thought-leading** platform, proudly serving a thriving community of 500 subscribers, offering **fresh perspectives**, tackling **industry challenges**, sharing **innovative solutions**, and delivering **invaluable insights and advice**, covering every facet of the subtropical; macadamia, avocado, and sugarcane farming industries.



TropicalBytes distributes **FREELY**.



We're driven by a mission: **to enrich agricultural productivity and sustainability through the power of** shared knowledge. Every article delivers unmatched value to farmers and industry professionals, marking our dedication to transforming the access to knowledge and expertise within the industry.

Two Parts

TropicalBytes has 2 products:



JAFF STORIES

(Just Another Fantastic Farmer)

Long-format articles (affectionately known as **JAFF stories**) profiling a person (generally a farmer but sometimes an industry specialist) or a topic.

These industry leaders share their knowledge and expertise so that we can impart the insights with everyone working the soil in a subtropical climate.

These monthly stories, with pictures and some video, are placed on the website.

Distribution: Email database | LinkedIn | Social Media links | WhatsApp

Advertising: Blocks & Strips



BYTE-SIZED INFO

5-10 min video clips on pertinent and relevant topics.

2 editions published per month.

Housed on YouTube.

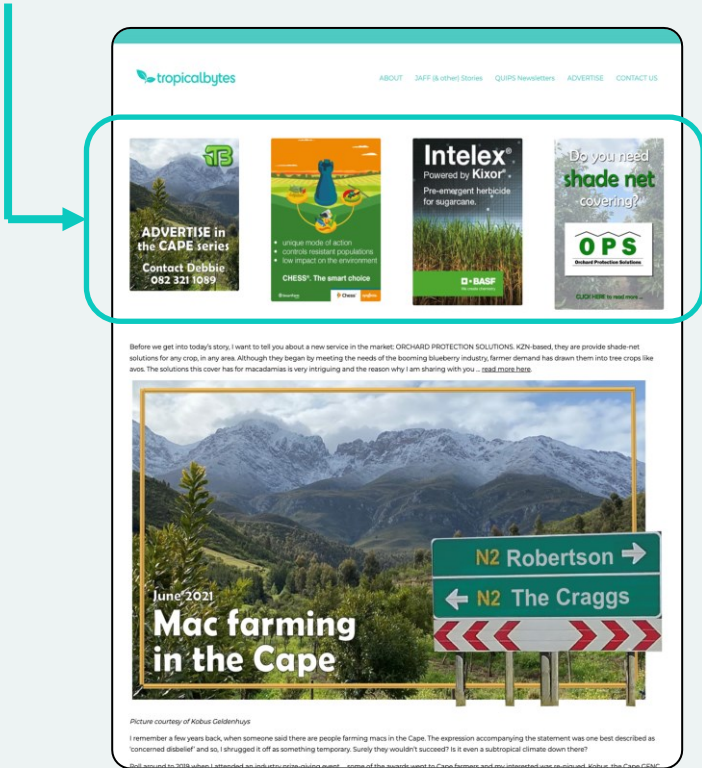
Distribution: Email database | LinkedIn | Social Media links | WhatsApp.

Index to topics on website.

Advertising: Full screens

JAFF Story Advertising Opportunities

Block Adverts



The advert is positioned at the very top of the article for maximum visibility.



Linked directly to your website or a brochure hosted on TropicalBytes.



Remains on the article forever and is accessible in the TropicalBytes library under 'Articles'.



Size: 256 x 355 pixels, portrait format for impactful display. Accepted Formats: jpeg or gif for versatility.



Pricing:
R5395 per edition for 3 months
R5195 per edition for 6 months
R4995 per edition for 12 months

JAFF Story Advertising Opportunities

Strip Adverts

The screenshot shows a JAFF article titled "Jaff 22 JUST ANOTHER FANTASTIC FARMER" for March 2022, Harburg, KZN Midlands. A strip advert is integrated into the article text, highlighted by a red box. The advert reads: "Servicing ALL your Mac & Cane needs! CLICK HERE for current specials." Below the main article text, there is a table with the following data:

FARM CONTACT	
Contact date	18 May 2022
Area	Harburg KZN Midlands
Soils	Sandy (Close Back to Harburg) Mutton
Harvest	Long term average is 750 - 850t/ha. Spring and summer time.
Altitude	900 - 1000m
Distance from the coast	Approx 60kms
Temperature range	Au Low: 10°C Au High: 30°C
Humidity	50 to 75%
Varieties	AA, BB, AC, BA, Deccanstar, Naimin 2
Hectares under mac	60 ha
Other crops	350 ha cane, 75 ha timber, 2 ha Aus

Below the table, there is a section titled "The thing worked perfectly..." and a "Click HERE" button. At the bottom of the article, there is a banner for "HILGRO NURSERY" with the text "Larger, better quality Macadamia trees to give farmers a head start" and a "Click HERE" button.



The advert is integrated within the body of the article for immersive visibility.



Linked directly to your website or a brochure hosted on TropicalBytes.



Remains on the article forever and is accessible in the TropicalBytes library under 'Articles'.



Size: 200 x 1000 pixels, landscape orientation. jpeg or gif formats accepted, offering flexibility for your creative design.



Pricing:
R2995 per edition for 3 months
R2870 per edition for 6 months
R2750 per edition for 12 months

Byte-sized Info Advertising Opportunities

Sponsors' page.

TODAY'S BYTE-SIZED INFO SPONSORED BY:

FULL PAGE ADVERT:

R9650 per month (2 editions) for 3 months
R9250 per month (2 editions) for 6 months
R8850 per month (2 editions) for 12 months



The sponsors' page is at the beginning and end of every edition.



Remains on the edition forever and is accessible in the TropicalBytes library under 'Byte-sized Info'.



Sizes:

Full page	623pxH x 1210pxW
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Basket Specials

3-months

**STARTER
VALUE**

1 x BLOCK AD in
JAFF STORIES
PLUS

1 x STRIP AD in
JAFF STORIES
PLUS

1 X FULL PAGE AD in
BYTE-SIZED INFO

R14 995/month

Value: R18040 | SAVINGS: R3045/month

6-months

**BEST
VALUE**

1 x BLOCK AD in
JAFF STORIES
PLUS

1 x STRIP AD in
JAFF STORIES
PLUS

1 X FULL PAGE AD in
BYTE-SIZED INFO

R13 995/month

Value: R18040 | SAVINGS: R4045/month

12-months

**BONUS
VALUE**

1 x BLOCK AD in
JAFF STORIES
PLUS

1 x STRIP AD in
JAFF STORIES
PLUS

1 X FULL PAGE AD in
BYTE-SIZED INFO

R12 995/month

Value: R18040 | SAVINGS: R5045/month

From Our Readers



Greg Hill - Hillgro Nurseries

I've always found TropicalBytes' articles the most interesting and informative. I have picked up many useful tips reading the stories and would recommend them to all people interested in farming.



Coastal Farmers

We've been involved as an advertiser with TropicalBytes since its inception and believe it provides an excellent outlet to promote ourselves to our customer base (both existing and potential). The articles and interviews are thoroughly researched and presented in a professional but easy to read format. I am sure many farmers (sugar, macs and others) have gained valuable insights from being able to share the experiences of their peers - the JAFFS. The quality of the articles convinced us this was a good platform to advertise on as it would definitely have traffic - and we have not been disappointed.



Top Farmer - KZN North Coast

Just wanted to say thanks for the links. I think it is quickly becoming the best Agric publication available. I really look forward to reading your articles. Do you have an archive online to read from Issue 1 again?



Barry Christe - Green Farms Nut Co.

TropicalBytes has become an integral part of our industry and of farmers' arsenal of reading material. The articles are detailed, informative and written with a sense of emotion attached. Growers enjoy seeing what other growers do (for instance at study groups) and this is one of few sources that achieves that across the industry (not just localised). TropicalBytes is not limited to articles, but a platform that continues to increase its library of technical information as well. A platform that contributes!



Dr Colleen Hepburn - Entomologist

TropicalBytes is such a relevant source of information for Macadamia growers. In the early days you travelled extensively to all the production areas, interviewing many JAFF's, asking many questions, and bringing vital information to anyone involved in the industry. You took on a mammoth task with the Cultivar Identification Chart, something I'm sure everyone learnt from, and so many other great initiatives. Each JAFF you have interviewed has shared their personal journey, expertise, and knowledge they've garnered along the way, with the TropicalBytes readership. Well done for recognising and driving this incentive to share knowledge.



Scott Aldridge

I came across an article on the web on diversification which appears to be written in 2018. I just wanted to compliment you on this article. It was an excellent overview of the Mac basics. As a property valuer, I am coming across macadamia orchards more and more and I found this article very useful. I look forward to reading more of the articles on your website. Keep up the good work!



Jan Smith

I am always looking for new ideas and ways to improve my farming operation. Being so remote can leave one feeling a little like an island. But then I found TropicalBytes and it quickly became my new bestie - or more like 70 besties because there are that many top farmers sharing their ideas, challenges and victories through the stories on the site. If you want to stay in touch, I'd highly recommend TropicalBytes.



JAFF 26

I was very hesitant to do it but after some thought; decided I needed to give back as so many other farmers have done. Your articles have really opened up so many interesting avenues to explore and I'm sure many farmers are really appreciating them. Keep up the good work and please let me know if you ever find a "cure" to our onion ring problem.



Donvae Hooker - Andermatt Madumbi

TropicalBytes provides readers with a real, honest and 'ground level' view of what is really happening at farm level. The articles are extremely well research, technically strong and most informative. There is a lesson (or 2!) in each story. The monthly newsletter provides great insight and value to growers and industry individuals. I highly recommend signing up.

Thank you for your interest in



To book or for further information,

Contact Debbie:

082 321 1089 | debbie@tropicalbytes.co.za