

WoodBizAfrica

Forestry / Biomass / Logyard / Sawmilling / Timber / Boards / Furniture



FEVERTREE MEDIA

covering the value chain

WoodBiz Africa is the pioneering digital trade journal for the wood-based sector in Africa. It provides in-depth news about the people, communities, services, suppliers, ideas, technologies, research, development, and innovations that add value to sustainably-managed forests. It is brought to you by **Fevertree Media**, the established and reputable leading provider of digital brand-building marketing opportunities for Africa's forestry, sawmilling, and wood-based products industries. Our search engine optimisation will ensure that the magazine and your expertly laid out content will be easily searchable, located online and downloadable.



OUR MISSION

The Mission of the unique partnership between **Fevertree Media and WoodBiz Africa** is to continue to be the leading sector-based media platform in Africa. We specialise in promoting all businesses across the forestry sector value chains through our targeted, lead-generating digital monthly magazine and newsletters, websites and social media offerings.

Our focus includes:

- Useful and relevant research, technologies, innovations and supplies.
- People in board rooms, on the shop floor, and in-field.
- Industry institutions, associations, government initiatives, and thought leaders.
- International and local market trends and events.
- Education and skills development providers, courses and opportunities.

Africa's forest-based value chains include all aspects of silviculture, tree protection, precision forestry, preventing and fighting wildfires, education and training, timber transport, log yards, sawmilling and kiln drying, biomass, risk management, engineered wood-based products, wood processing, construction and treated timber, poles, product design, shopfitting, kitchens, furniture manufacturing, corporate social responsibility, transformation, and Industry 4.0.

OUR VISION

Fevertree Media and WoodBiz Africa's Vision is to create opportunities where small, medium and large businesses in the forestry and wood products value chains can connect and do business with each other and their customers. We want to be the primary go-to resource of information to stimulate the sector's growth, development, and sustainability in Africa while focusing on its people, profit and stewardship of the planet.



Advertising in WoodBiz Africa
Mickey Petersen
mickey@woodbizafrica.co.za
(+27) 082 3210371

Editorial content for WoodBiz Africa
Joy Crane
joy@woodbizafrica.co.za
(+27) 082 3300777

Advertising & content www.forestry.co.za
Advertising & content www.timber.co.za
Bronwyn Hayes
bronwyn@fevertreemedia.co.za
(+27) 082 3333112 / (+27) 021 7121950

OUR VALUES

Resilience / Excellence / Value-adding / Effectiveness / Reliability / Integrity / Quality / Sustainability / Service



WOODBIZ AFRICA ADVERTISING

POSITION / DESCRIPTION	SINGLE ISSUE	2 - 4 ISSUES	5 - 11 ISSUES	MONTHLY (12 ISSUES)
Front cover. Includes 2 pages advertorial	21 650			
Inside front cover	13 400	13 000	12 500	12 000
Back cover	21 650			
Inside back cover	13 400	13 000	12 500	12 000
Full page advert / advertorial	11 600	11 300	10 800	10 400
Double page spread advert / advertorial	20 900	20 300	19 500	19 500
Half page	8 100	7 850	7 500	7 250
Quarter page	4 800	4 720	4 500	4 350

WEBSITE ADVERTISING

www.forestry.co.za

POSITION / DESCRIPTION	RATE	ISSUES
Main Banner	26 500	Per year
Business Logo	7 200	Per year
Forestry Newsletter Sponsor	3 700	Per issue
Forestry Newsletter - standard advert	825	Per advert
Forestry Newsletter - large advert	1 025	Per advert
DIRECTORY		
Classic Listing	1 470	Per year
Intermediate Listing	1 670	Per year
Premium Listing	2 020	Per year

WEBSITE ADVERTISING

www.timber.co.za

POSITION / DESCRIPTION	RATE	ISSUES
Main Banner	15 000	Per year
Business Logo	3 700	Per year
Timber Newsletter Sponsor	1 960	Per issue
Timber Newsletter - standard advert	515	Per advert
Timber Newsletter - large advert	715	Per advert
Sawmill Directory (non-members)	200	Per listing

Advertising in WoodBiz Africa
Mickey Petersen
mickey@woodbizafrica.co.za
(+27) 082 3210371

Editorial content for WoodBiz Africa
Joy Crane
joy@woodbizafrica.co.za
(+27) 082 3300777

Advertising & content www.forestry.co.za
Advertising & content www.timber.co.za
Bronwyn Hayes
bronwyn@fevertreemedia.co.za
(+27) 082 3333112 / (+27) 021 7121950

OUR VALUES

Resilience / Excellence / Value-adding / Effectiveness / Reliability / Integrity / Quality / Sustainability / Service