

**SOUTH AFRICA'S PREMIER ORGANIC WEBSITE, DIRECTORY AND MARKETING COMPANY**

**ADVERTISING RATE CARD – JANUARY 2010**

[www.Go-organic.co.za](http://www.Go-organic.co.za) is one of the best media to reach the South African organic community and discerning consumers interested in a sustainable lifestyle.

Go-Organic was started in 2003 to promote the organic industry within South Africa and to the export market. Over the years we have developed a network of people committed to sustainable organic agriculture that include:

- An ever-growing following of South African consumers
- South African, Sub-Saharan African and international producers
- Clients in South Africa and the main global markets of North America, Europe and Asia

By supporting Go-Organic you will be growing your business and South Africa's organic industry.

**HELPING YOU GROW**


Go-Organic.co.za is regularly referred to in South Africa by print, electronic and online media as the authority on organics, making it possibly the highest profile organic brand in South Africa. Recently we have appeared on SABC TV, SAFM, RSG, Radio 2000, TalkRadio702 and in numerous publications.

There are five ways that Go-Organic.co.za can directly help build your business:

- 1 Advertise your product on [www.Go-Organic.co.za](http://www.Go-Organic.co.za)
- 2 Advertise your product in our regular newsletter sent out ten times a year
- 3 List in our searchable Go-Organic directory
- 4 We develop a customised programme to market your products in South Africa or to the export market
- 5 Help in development of new products, projects and growing/off-take programmes

For more details on 1, 2 and 3 see below. For 4 and 5 please contact Ian Robinson +27 31 765 3587

**1 ADVERTISE ON GO-ORGANIC.CO.ZA**

Go-Organic.co.za is currently visited by up to 10,000 visitors per month (up to 44,000 page views; 82,000 hits), and usually tops the first page of  when searching eg for Organic food South Africa.



**Please see the following page which shows the positions and prices of the ads on Go-Organic.co.za.**

**Go-Organic.co.za website Ad Rates**

Ads are rotated throughout all pages on the site, with equal exposure time for each position.

The top banner is the most expensive followed by the skyscraper ads down the left which reduce in price the further down the ad appears.

**NB Website shown here smaller than actual**

The screenshot shows the Go-Organic.co.za website with several ad positions highlighted by green callouts. The website content includes a top banner for a sustainability conference, a navigation menu, a 'Welcome to the organic directory' section, and various articles and product listings. The callouts provide the following ad rates:

- TOP BANNER:** 750 px W x 90 px H, R2,500 plus VAT PM
- FIRST SKYSCRAPER:** 120 px W x 240 px H, R1,750 plus VAT per issue
- SECOND SKYSCRAPER:** 120 px W x 240 px H, R1,625 plus VAT per issue
- THIRD SKYSCRAPER:** 120 px W x 240 px H, R1,500 plus VAT per issue
- FOURTH SKYSCRAPER:** 120 px W x 240 px H, R1,375 plus VAT per issue
- FIFTH SKYSCRAPER:** 120 px W x 240 px H, R1,250 plus VAT per issue
- SIXTH SKYSCRAPER:** 120 px W x 240 px H, R1,125 plus VAT per issue

Additional callouts include:

- Please note: All rates subject to package discounts:** Less 5% for six months' booking, Less 10% for twelve months' booking

## 2 ADVERTISE IN OUR NEWSLETTER

The Go-Organic newsletter is sent out ten times a year to our data base of over 2,000 made up of:

1,500+ Consumers and people in the industry, mostly based in SA, who have subscribed via our website or on the list through dealings with Go-Organic;

300+ People on our directory in various spheres of the industry;

200+ Government and NGO senior officials

Media in SA

300+ Leading international buyers in the main overseas organic markets who have approached us via our website or who we met while exhibiting at BioFach (the world's main organic exhibition in Germany) over the last two years

We can also offer you a dedicated, customised mailing to any of these groups. Price on request.

The top banner is the most expensive, followed by the in-text ad and then the skyscraper ads down the left which reduce in price the further down it appears.

**Please see the following page which shows the positions and prices of the ads.**

## 3 LIST ON THE GO-ORGANIC.CO.ZA DIRECTORY

Our directory is designed and priced primarily to promote South African companies to consumers and help people entering the organic industry in South Africa. It features ORGANIC SHOPS, MARKETS, CERTIFIERS, PRODUCERS, GROWERS, CONSULTANTS, DELI'S, CAFE'S, DISTRIBUTORS and MORE...

Get your company's name out there - a listing on our searchable directory makes it easy for people to find you. We also give every new listing a plug in our newsletter for free and will consider interesting publicity for future issues.

A typical directory entry looks like this:

<b>Address:</b>	40 Fabrikstr Paarl 7620
<b>Contact:</b>	+27 82 373 8502 / +27 82 442 2686, Pieter vd Westhuizen / Helene Coffee
<b>Category:</b>	FARMERS PRODUCERS WHOLESALERS
<b>Products:</b>	fruit vegetables dairy cheese chicken fish bakery dried fruits and nuts household cleaning gardening and pest control farming yes
<hr/>	
<b>Name:</b>	<b>The Ethical Co-op</b>
<b>Location:</b>	Western Cape
<b>Description:</b>	Online ordering system for domestic and commercial delivery of organic produce and groceries. Operating in Cape Town, Stellenbosch and George.
<b>E-Mail:</b>	admin@ethical.org.za
<b>Business Website:</b>	www.ethical.org.za
<b>Telephone:</b>	021 706 7734
<b>Fax:</b>	088 021 448 9092
<b>Address:</b>	Unit 1D River Park De Waal Rd Diep River
<b>Contact:</b>	Kathy
<b>Category:</b>	FARMERS PRODUCERS WHOLESALERS
<b>Products:</b>	refreshments fruit vegetables dairy cheese eggs bakery dried fruits and nuts pulses and seeds health body and mind baby care household cleaning gardening and pest control yes
<hr/>	
<b>Name:</b>	<b>The Farmers Country Market</b>
<b>Location:</b>	Gauteng
<b>Description:</b>	Fresh produce for sale in the
<b>E-Mail:</b>	wholefoodmarket@gmail.com

### Directory rates

National retail chains with multiple outlets – R500 plus VAT PM

Other companies - R75 per month plus VAT, or pay for six months in advance (R400 plus VAT) and SAVE R50, or pay for 11 months in advance (R825 plus VAT) and get the twelfth month FREE so you SAVE R75.

### AD SPECS

We prefer you to supply your own ad, which must be not more than about 5kb for the skyscraper and 15kb for the banner. One link per ad. No animated gifs.

We can make up your ad for you no charge if it's very straightforward, otherwise a charge of R500 excl VAT applies for a simple ad based on material (pics, logos) supplied by you. If lots of work involved we'll discuss cost first, which also applies if there's any retouching, recreating of logos etc.

NB Newsletter shown here smaller than actual

ADVERTISEMENT



Wizzardworms.co.za for all your wormery stuff  
EASY TO ORDER ONLINE - DELIVERY COUNTRYWIDE  
Call the worm wizzes at... Jbg: Quin 082 858 8930  
Cape Town: 076 992 1011 Dibs: Tammy 072 193 7812  
Wizzard Retail Centre 033 413 1837 Mob 072 102 1636  
don@wizzardworms.co.za

**TOP BANNER**  
750 px W x 90 px H  
R1,000 plus VAT per issue

NEWSLETTER OF THE INTERNATIONAL ORGANIC MARKETERS



go-organic go-organic.co.za | the world is moving our way

Please note: All rates subject to package discounts:  
Less 5% for five issues  
Less 10% for ten issues

ADVERTISING



Hello from Go-Organic.co.za

This time we feature:

Ireland joins most other European countries and goes GM crop free;  
Two projects Go-Organic is developing and invite participation;  
There's a tip on branding in business;  
Understanding flavour in cooking;

Safe vs hazardous foods - do you know what you should not be feeding your family?  
A reminder about how worms are our allies in the garden and how to use them;  
And Christine from Natural Living tells about a permaculture course with a difference.

We also have awesome news...  
Go-Organic.co.za has been appointed to market and distribute Alce Nero to the retail trade in South Africa.




**FIRST SKYSCRAPER**  
120 px W x 240 px H  
R700 plus VAT per issue

**Eat In** magazine on shelves 17 March 2010

Alce Nero (it means Black Elk in Italian) is the number one Italian organic food range of over 200 products including pastas, sauces, condiments, vegetables in oil, biscuits, beans...

To find out more about this exceptional range see <http://www.alcenero.it/en/alce-nero>



**SECOND SKYSCRAPER**  
120 px W x 240 px H  
R650 plus VAT per issue

ORGANIC-Market.info

ORGANIC SUGAR Certified by Control Union

White, golden or brown AVAIL ON ORDER Email Sally Wilkinson here...

To all members of the media - please feel free to [contact me](#) for any input into organic and sustainable editorial for electronic or print media.

To unsubscribe please [reply email](#) with Unsubscribe in the subject line.

**THIRD SKYSCRAPER**  
120 px W x 240 px H  
R600 plus VAT per issue

**IRELAND GOES GM FREE**

The Irish Government will ban the cultivation of all GM crops and introduce a voluntary GM-free label for food, including meat, poultry, eggs, fish, crustaceans, and dairy produce made without the use of GM animal feed. The agreement specifies that the Government will declare the Republic of Ireland a GM-Free Zone, free from the cultivation of all GM plants.

Michael O'Callaghan of GM-free Ireland said the policy signalled a new dawn for Irish farmers and food producers: "The WTO's economic globalisation agenda has forced most Irish farmers to enter an unwinnable race to the bottom for low quality GM-fed meat and dairy produce, in competition with countries like the USA, Argentina and Brazil which can use extensive use of toxic agrochemicals that are not up to EU standards, and underpaid migrant farm labour."

Read [full story](#) thanks to ORGANIC-Market.info

**FOURTH SKYSCRAPER**  
120 px W x 240 px H  
R550 plus VAT per issue

**MULDERSDRIFT AND STANGER PROJECTS**

Go-Organic is developing two sustainable projects which will bring a mixture of benefits.

**FIFTH SKYSCRAPER**  
120 px W x 240 px H  
R500 plus VAT per issue

**STANGER ORGANIC SUGAR AND ETHANOL**

Farming managers, sugar mill operators and facilitators - in fact all the ingredients to establish an organic sugar and ethanol production facility. This is in its planning stage and targeted start of production is summer 2010/11.

**MULDERSDRIFT GO-ORGANIC ISLAND**

Where better than near the Cradle of Mankind to establish a holistic, sustainable lifestyle learning centre and market? We have been kindly offered the use of a reasonably sized smallholding which is close to the N14 in Muldersdrift north of Krugersdorp. The concept of Go-Organic Island is a country where organic systems are taught in a holistic environment that also offers places to share in the arts, therapies and meditation. It will also be a venue for a regular organic market (to sell products from Go-Organic Island and nearby farmers and producers), a cafe/restaurant and picnics.

**SIXTH SKYSCRAPER**  
120 px W x 240 px H  
R450 plus VAT per issue

**Bella Vita gourmet mushrooms** Wildness South Africa  
Shitake, oyster, shimeji, enokitake and more NOW AVAILABLE IN TZN distributed exclusively by Go-Organic.co.za Trade enquiries only please 031 765 3587

**Top rated Vanilla pods from Uganda**  
Supple, Bourbon gourmet quality, certified organic with vanillin content between 1.8 and 2.5 and higher.  
Growing vanilla as a high-value crop has positively impacted farmers' incomes, leading to a remarkable alleviation of poverty.  
Trade enquiries only Contact Go-Organic.co.za here...

**SPECIAL IN-TEXT AD**  
240 px W x 400 px H or 320 px W x 300 px H  
R900 plus VAT per issue

## **PAYMENTS**

Please deposit directly into the go-organic bank account using for a reference your invoice number

**BANK DETAILS: Standard Bank A/c go-organic.co.za No 252790103 Umhlanga Ridge Branch Code 057829**

(Note that a branch code might not be required).

## **TERMS AND CONDITIONS**

All rates are excluding VAT. Rates are payable in advance for the full minimum period of exposure, prior to the 1<sup>st</sup> business day of the first month of exposure.

All companies, individuals or otherwise that list or advertise with Go-Organic.co.za do so on the understanding that they indemnify go-organic.co.za, its owners and representatives of any liability arising therefrom.

Go-Organic.co.za reserves the right to cancel or remove any advertising or directory listing at its discretion at any time.

Go-Organic.co.za

MARWICK BUSINESS PARK 30 OLD MAIN ROAD HILLCREST SOUTH AFRICA 3610  
TEL (+27) 031 765 3587 FAX (+27) 086 518 5487 [info@go-organic.co.za](mailto:info@go-organic.co.za)