

## PLAAS MEDIA COMPANY PROFILE

Plaas Media is an independently owned agricultural media house in South Africa. It is the only agricultural media house to offer a true 360-degree media offering to role-players in agriculture. Its entire portfolio is based on sound content of a scientific and semi-scientific nature.

### Magazines

Plaas Media publishes several magazine titles. Magazine titles owned by the company are **Veeplaas**, **Stockfarm** and **Farmbiz**. The first two titles serve the livestock farming market in the country, while **Farmbiz** offers role-players in agribusiness high level content of an economic and management nature. **Veeplaas** has a permanent supplement titled **Handelspos** while **Stockfarm's** permanent supplement is titled **Trading Post**. These supplements address especially the auction industry and breeders' societies and their members as well as smaller advertisers (Buyers' Guide).

The company also publishes four contract titles, namely **Oilseeds Focus** (canola, sunflower, soya beans and peanuts), **AFMA Matrix**, for the animal feeds manufacturing industry, **Dié Rooi Ras**, biannual publication for Bonsmara SA, and **SA Stud Breeder**, an annual publication for SA Stud Book.

### Radio

Besides its printed offerings that include special projects such as supplements, the company is also involved in several broadcast projects which include **RSG Landbou**, a daily general agriculture radio programme broadcast by the national broadcaster and with a listenership of between 50 000 and 120 000 listeners.

Plaas Media manages and produces the entire programme content of RSG Landbou.

### Television

The company is the content manager of the Afrikaans television programme, **Grootplaas**, broadcast on kykNET (DSTV channel 144) at 05:30 from Mondays to Fridays. Plaas Media manages and supplies all content in the programme and also sells advertising space on the programme.

Plaas Media is also the sole content supplier of the weekly **Veeplaas Ontbytsake agricultural news** bulletin on kykNET (Saturday mornings with re-runs on Sundays and Tuesdays).

### Social media and web

The company has an excellent social media presence and engages daily through its various **Facebook** and **Twitter** profiles established for each of its three own magazine titles, **Veeplaas**, **Stockfarm** and **Farmbiz**, and for its other media platforms and projects.

It also owns and manages the content of the highly successful website, AgriOrbit ([www.agriorbit.com](http://www.agriorbit.com)). This site offers a one-stop solution to agriculturalists who seek the latest news, technical information and much more. All Plaas Media's products across the printed, broadcast and electronic media can be enjoyed here.

### Competitions and projects

Plaas Media is involved in several projects conceptualised and created by the company, and made possible through the forging of key partnerships. It is the owner of the annual **National Young Auctioneers' Competition** currently sponsored by Toyota SA, the annual **National Silage Competition** currently sponsored by Santam Agriculture and the **PLAAS Agricultural Youth Foundation** which oversees the **Veeplaas Schools' Herd Project** wherein cattle is obtained from breeders' societies and placed with agricultural schools as part of their curricula. The schools rear and care for the animals under the auspices of the foundation.

## Events

Plaas Media is the co-presenter of the annual **Veeplaas Intensive Sheep Production School**, at which specialists in intensive sheep farming present training to commercial and aspiring intensive sheep farmers. This very successful school is presented by Veeplaas and Mamre Dormers in co-operation with the University of the Free State. Three legs of the school are presented annually in Bloemfontein, KwaZulu-Natal and the Eastern Cape.

**ALFA**, the African Livestock Trade Fair, is the newest addition to the Plaas Media stable and is presented in conjunction with the Agribusiness Institute in September in Parys, Free State. This trade fair is focused on the livestock industry and aims at promoting trade in livestock. Smaller expos (e.g. game, dairy, beef, farm security, etc.) and a unique interbreed competition plus workshops and numerous other programme events all contribute towards a one-of-a-kind event.

## Sponsorships

Plaas Media's flagship magazine, Veeplaas, is the proud media sponsor of the **SA National Youth Show**. At the same time it is also the official media sponsor of the **Western Cape Youth Show** as well as the **Mpumalanga Youth Show**. **Veeplaas/Stockfarm** is the media sponsor of the annual **SA Society of Animal Scientists' Student Quiz** as well as the **South African Wildlife Management Association Student Quiz**. It is the official media sponsor of the annual regional **SA Stud Book Elite Dairy and Beef Herd Competition**. The company recently also became the official agricultural media sponsor of the annual **Karoo Ranching Film Festival** which takes place in June every year.

The company has also partnered with work clothing manufacturer, Jonsson, to present a unique "**Jonsson Dress the Auction**" project which entails sets of branded clothing worn by breeders during major breeder society auctions.

Plaas Media is actively involved with organisations such as the **South African Fatstock Judges' Association** and is proud of its association with entities that aim to promote sound, scientifically based farming practices across the country and in Africa.

Plaas Media has a staff complement of 25 people across South Africa. Its headquarters are based in Lyttelton, Centurion in Gauteng and regional managers serve all major regions in the country.