

2026 Annual Buyers Guide

Guide categories	Guide categories
• Overview (Summary of BakerSA services) • Associations & Organisations • Bakery & Confectionery Equipment & Accessories • Conveying Equipment & Conveyor Supplies • Baking Ingredient Suppliers • Exhibitions • Finished, Frozen & Par-baked • HACCP/Hygiene - Certification, audits and training - Cleaning services, equipment and chemicals - Laboratory testing and services, measuring instruments - Toilet services/consumables - Laundry services • Finance & Insurance • Pan Releases • Point-of-sale • Millers • Mills & Milling/Equipment • Packaging/Closures/Labels • Recruitment & Training • Refrigeration & Climate Control • Transport/Logistics • Warehousing/Stock Control/ERP • Materials Handling/Racking/Shelving • Forklifts • Flooring • Weighing & Scales	• Overview (Summary of ButcherSA services) • Associations & Organisations • Casings • Deli Products • Equipment - Abattoir/butchery - Meat processing/deli equipment • Ingredients – Herbs, spices and batch packs - Marinades and sauces/Specialised ingredients and additives • Meat, Poultry & Fish Suppliers • Operations Management & Training • Packaging • Production/Warehousing/Storage/Flooring - Conveyor systems/crates/racking and shelving - Docking/floors/forklifts/pallets - Stock control • Refrigeration/Climate Control • Retail Consumables • HACCP/Hygiene/Food Safety - Food safety certification, audits and training - Cleaning equipment and chemicals - Lab services, equipment and accessories - Pest control, protective clothing and footwear/waste management • Refrigerated Transport • Weighing & Scales

Advertising rates 2026

The various advertising options in the Guides, which is A4 are as follows:

Rates exclude agency commission.

Full colour	
Double page spread	R20 750
Full page	R14 500
Half page	R 8 750
Third page	R 6 850
Quarter page	R 4 750
Smalls ad 8cm x 4.5cm	R 2 500
Listing only	R 850

Contract advertisers qualify for series discounted rates. A listing comprises the name of your company, postal address, telephone number, fax or email address and a short description e.g. sixteen (16) words maximum. Display advertisers are automatically listed at no charge.

Deadlines

Booking deadline: 17 February 2026

Material deadline: 3 March 2026

Mechanical requirements

Specifications for both Baker SA and Butcher SA Guides.

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Advertisement	Bleed	Trim	Type area
Full page:	307H x 220W mm	297H x 210W mm	262H x 180W mm
Half page horizontal:	158H x 220W mm	148H x 210W mm	128H x 180W mm
Half page vertical:	307H x 115W mm	297H x 105W mm	262H x 90W mm
Third page vertical:	307H x 80W mm	297H x 70W mm	265H x 55W mm
Quarter page:	159H x 115W mm	149H x 105W mm	134H x 90W mm
DPS:	307H x 430W mm	297H x 420W mm	262H x 390W mm

Distribution

- **Baker SA** is the digital news and information portal for key personnel and decision makers of large, medium and small bakeries, confectioners, flour and maize mills, ingredients suppliers, refrigeration and packaging suppliers country wide. Suppliers to these important markets are also included on our Supplier Listing directory.
- **Butcher SA** is the digital news and information portal for key personnel and decision makers of large, medium and small butcheries, abattoirs, meat producers and meat processors, delis as well as ingredients suppliers, refrigeration and packaging suppliers country wide. Suppliers to these important markets are also included on our Supplier Listing directory.
- A searchable version of the directories will also be available on respective websites: www.bakersa.co.za and www.butchersa.co.za for the year