

DAIRY NEWS

2018 MEDIA KIT

With a circulation of 27,500 (ABC audit) Dairy News has the highest circulation of any dairy publication in New Zealand and is delivered free to:

- All households on dairy farms in New Zealand via their Rural Delivery boxes.
- All dairy farm private bags and P.O. Boxes.
- Dairy News is published twice a month except December and January

Content:

- Dairy News has a reader-first editorial approach.
- It is well resourced with a nationwide team of expert rural journalists.
- A quality high integrity environment.
- A strong on-farm focus.

Sections include:

- News
- Agribusiness
- Opinion
- Management
- Animal Health
- Machinery and Products

 facebook.com/ruralnews

 twitter.com/Rural_News



"Rural newspapers and magazines are the number one resource for farmers and growers when looking for information, new ideas, or advice for all their farming materials, machinery and infrastructure requirements."

- (Nielsen 2016 Rural Survey)

DAIRY NEWS IS 100% NEW ZEALAND OWNED

ADVERTISING RATES

Advertising Rates Per Col Cm, 2018. All rates include four colour and exclude GST

	Cms	Cols	Col cms	Casual	3+ Inserts	6+ Inserts	12+ Inserts
Double Page Spread	39	14	546				\$11.90
Double Half Page	28	10	280				\$13.60
Full Page	39	7	273	\$15.30	\$14.87	\$14.45	\$13.60
More than 100 col cms	28	5	140	\$16.15	\$15.73	\$15.30	\$14.87
Less than 100 col cms	5	2	10	\$17.00	\$16.57	\$16.15	\$15.72

Casual Rate \$17.00 per col cm

Inserts On Application

Preferred Positions Plus 25%

Special Positions, On Application, eg: Page 1 Solus, Page 3, Milk It, etc.

CONTACT OUR TEAM

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SPECIFICATIONS

PRINTING DETAILS

- Web – offset
- Digital photos supplied should have resolution of no less than 200 pixels/ inch
- **Full page print area**
390mm deep x 265mm wide
- **Bleed adverts should measure**
410mm deep x 290mm wide.
- **Trim size is**
400mm deep x 280mm wide.
Please do not put crop marks on bleed adverts

NB: Adverts that have been typeset by production not yet paid for by the client become property of Rural News Group. Any forwarding of these adverts to other publishing houses may incur a minimum cost of \$50 unless already supplied by the client.

MATERIAL REQUIREMENTS

- Adverts will not be accepted if supplied only as working files
- All camera-ready adverts should be supplied as high resolution pdf files coloured corrected to CMYK. For more information on Acrobat settings please contact Rural News group
- Any photos or logos supplied for typesetting should be supplied as separate files and not part of a Word Document file. Formats accepted of graphics supplied are jpeg or tif files
- Adverts provided solely as Word Document are not recommended and in general will have to be re-set by Rural News Group.
This may incur production charges.

COLUMN SIZE

- 1 column = 34mm
- 2 columns = 72mm
- 3 columns = 110mm
- 4 columns = 148mm
- 5 columns = 187mm
- 6 columns = 226mm
- 7 columns = 265mm
- Double Page Spread adverts should add 12mm for the gutter

TYPESETTING

The Rural News Group production system is Apple Mac based. Adverts that require typesetting may incur production charges and, if required, should be supplied with appropriate artwork or logos.

For reproduction purposes artwork should not be faxed through for typesetting.

PUBLISHING DATES & DEADLINES FOR 2018

Issue	Publishing Date	Booking Deadline	Material Deadline	Year
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GETTING THE BASICS RIGHT

17	January 3, 2019	November 15	November 29	2018
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DAIRY NEWS

393	January 23	January 10	January 16	
394	February 13	January 31	February 6	
395	February 27	February 14	February 20	
396	March 13	February 28	March 6	
397	March 27	March 14	March 20	
398	April 10	March 28	April 3	
399	April 24	April 11	April 17	
400	May 8	April 25	May 1	
401	May 29	May 16	May 22	
402	June 12	May 30	June 5	
403	June 26	June 13	June 19	
404	July 10	June 27	July 3	
405	July 24	July 11	July 17	
406	August 14	August 1	August 7	
407	August 28	August 15	August 21	
408	September 11	August 29	September 4	
409	September 25	September 12	September 18	
410	October 16	October 3	October 9	
411	October 30	October 17	October 23	
412	November 13	October 31	November 6	
413	November 27	November 14	November 20	
414	December 11	November 28	December 4	
415	January 22	January 9	January 15	2019

RURAL NEWS GROUP

Top Floor, 29 Northcroft Street, Takapuna 0622, Auckland.
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 Email editorial: editor@ruralnews.co.nz
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RURAL NEWS GROUP

ONLINE ADVERTISING

Advertisements booked with Rural News Group online appear on every page of two websites within the group, covering all farming sectors:

Rural News, Dairy News

What Can I Get?*

48,000 Page Impressions (average per month)

25,000 Visits (40% from mobile) (per month averaged over a year)

5362 e-newsletter subscribers (weekly e-newsletter)

Note: Banner adverts work on all devices, including mobiles, increasing potential page views by 21%

How Much for an advertisement?*

- **\$900** Premium banner
 (viewable on PC, tablet and mobile)
- **\$750** Top priority banner
 (viewable on PC, tablet and mobile)
- **\$600** Standard banner
 (viewable on PC, tablet and mobile)
- **\$750** Top priority tile
 (viewable on PC and tablet)
- **\$600** Standard tile
 (viewable on PC and tablet)

All costs are per month and bookings are subject to availability

Additional options

- \$250** e-newsletter banner
- \$1500** Website wrap (2 weeks)*
(viewable on Desktop)
- \$2500** Website wrap (1 month)*
(viewable on Desktop)

Note: There is a 25% discount for tiles or banners than run in conjunction with a website wrap.

*An example of the website wrap can be seen on our advertise page at www.ruralnewsgroup.co.nz/advertise



All our prices quoted are exclusive of GST and Production.

Statistic reports are provided on request monthly. Analytics are gathered via Google Analytics.



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