

GETTING THE BASICS

2021

Guide to Profitable Dairying

RIGHT

**DAIRY
NEWS**

Getting the Basics Right is a comprehensive guide to profitable dairying. The format is a high quality A4 glossy magazine and it is delivered to 26,500 dairy farm addresses nationwide.

Now in its 20th year the 2021 edition will be a vital tool for dairy farmers to lift profitability and sharpen their skills and those of their staff. Condensing the latest management thinking into one quality publication, Getting the Basics Right 2021 will cover all the key areas of profitable dairy farming.



In the 2021 issue of Getting the Basics Right, our team of expert writers and journalists will provide pages of easy to follow articles on the critical areas of profitable dairy farming, including:

Mating Management

Calving

Animal Health

Milk Quality

Pasture Management

Feeding

Nutrient Management

Employment and Training

Farm Finance

Machinery

Innovation

And much more!



RURAL NEWS GROUP

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Advert Pricing

Cover full page	\$3000 4 colour
Full page	\$2500 4 colour
Half page	\$1500 4 colour
Quarter page	\$850 4 colour

All prices are exclusive of GST

Advert Sizing	Depth Width
Full Page	280mm x 187mm
Full Page with bleed	307mm x 220mm
Half Page Vertical	280mm x 92mm
Half Page Horizontal	140mm x 187mm
Quarter Page Vertical	140mm x 92mm
Quarter Page Horizontal	68mm x 187mm

Publishing Date | 5th January 2021
Booking Deadline | 18 November 2020
Material Required By | 1 December 2020

Contact our team

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MATERIAL SPECIFICATIONS

Printing Details

- Web – offset
- Digital photos supplied should have resolution of 300 dpi
- Trim size: 297mm deep x 210mm wide.
- Image size: 280mm deep x 187mm wide.
- Bleed adverts for Getting the Basics Right should measure 307mm deep x 220mm wide.
PLEASE DO NOT PUT CROP MARKS ON BLEED ADVERTS.

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 colour 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 for images 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.

Typesetting

The Rural News Group production system is Macintosh 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.

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 will incur a minimum cost of \$50 unless already supplied by the client.