

HORTNEWS

MEDIA KIT

2024



RURAL NEWS GROUP

HORT NEWS

- » Published bi-monthly
- » Large A3 format on gloss paper
- » Circulation of 10,000
- » Covers all key hort regions
- » Distributed with Rural News (readership 170,000 – all farmers, 2022 Nielsen Rural CMI Survey)
- » Strong, independent journalism
- » Trusted and influential
- » Published by Rural News Group, NZ owned and in business for over 35 years
- » News, agribusiness, management, markets, machinery and tech.



Publishing Dates, Deadlines 2024...

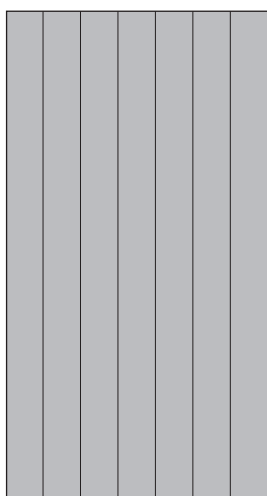
DATES	ISSUE	PUBLISHING DATES	BOOKING DEADLINE	MATERIAL DEADLINE
February	41	February 13	January 31	February 6
April	42	April 9	March 27	April 2
June	43	June 4	May 22	May 28
August	44	August 13	July 31	August 6
October	45	October 8	September 25	October 1
December	46	December 3	November 20	November 26

Column width sizes...

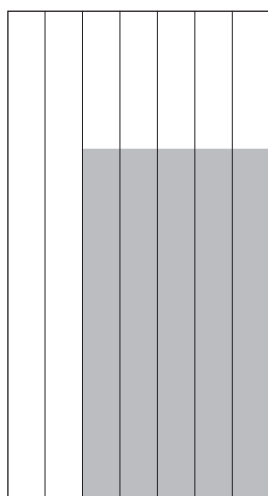
- » 1 column = 34mm
- » 2 columns = 72mm
- » 3 columns = 110mm
- » 4 columns = 148mm
- » 5 columns = 187mm
- » 6 columns = 226mm
- » 7 columns = 265mm
- » Double Page Spread 542mm wide
(allows for 12mm gutter)



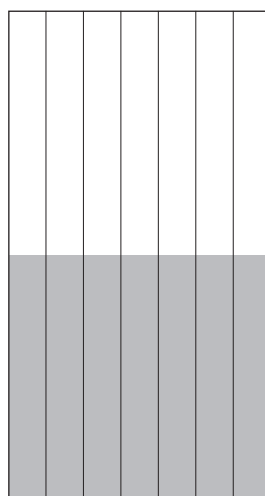
Run of Paper Advert Sizes - a few generic examples...



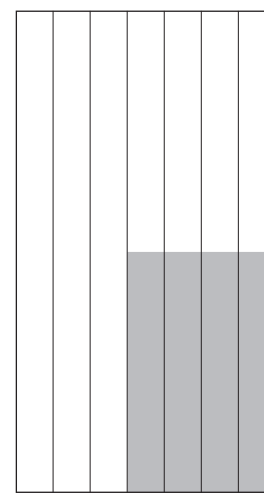
39x7 - full page advert
390mm deep x 265mm wide



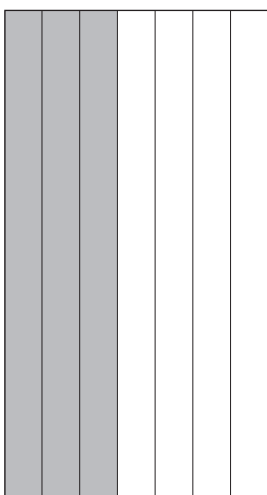
28x5 - half page portrait advert
280mm deep x 187mm wide



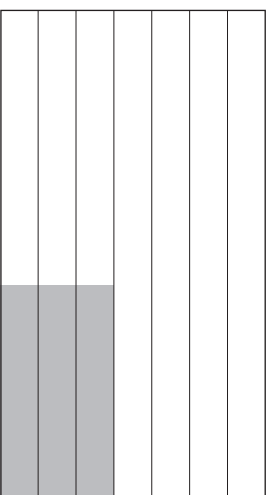
20x7 - half page landscape advert
200mm deep x 265mm wide



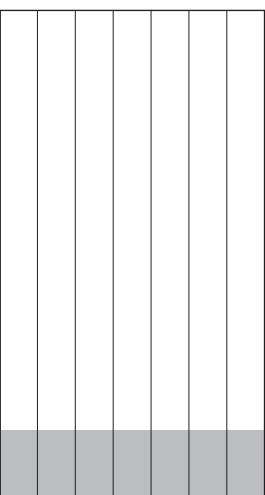
20x4
200mm deep x 148mm wide



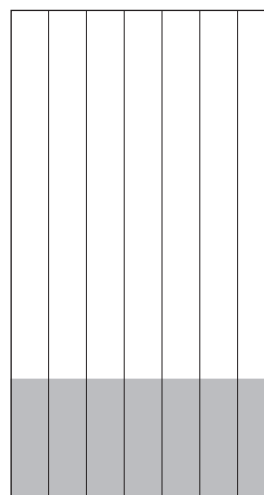
39x3
390mm deep x 110mm wide



16x3
160mm deep x 110mm wide



7x7 - front page solus
70mm deep x 265mm wide



10x7
100mm deep x 265mm wide







Contact our team...

- | | | |
|--|---------------------|-------------------------------|
| AUCKLAND SALES: STEPHEN POLLARD | • Tel: 021-963 166 | • E: stephenp@ruralnews.co.nz |
| WAIKATO & WELLINGTON SALES: LISA WISE | • Tel: 027-369 9218 | • E: lisaw@ruralnews.co.nz |
| SOUTH ISLAND SALES: KAYE SUTHERLAND | • Tel: 021-221 1994 | • E: kayes@ruralnews.co.nz |

HORT NEWS

Online Advertising Options...

HOW MUCH FOR AN ADVERTISEMENT?

\$600	Premium banner	
\$500	Top priority banner	
\$350	Standard banner	
\$600	Premium tile	
\$500	Top priority tile	
\$350	Standard tile	
\$800	Website wrap (2 weeks)* (VIEWABLE ON DESKTOP)	
\$1400	Website wrap (1 month)* (VIEWABLE ON DESKTOP)	

All costs are per month and bookings are subject to availability

*An example of the website wrap can be seen on our advertise page

ALL OUR PRICES QUOTED ARE EXCLUSIVE OF GST AND PRODUCTION.



Lower Ground Floor, 29 Northcroft Street, Takapuna 0622, Auckland

- PO Box 331100, Takapuna, Auckland 0740
- Ph: 09 307 0399 • Fax: 09 307 0122
- Email editorial: editor@ruralnews.co.nz
- Email production: davef@ruralnews.co.nz



The screenshot shows the Rural News Group website interface. At the top, there is a navigation bar with links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is also present. Below the navigation bar, the main content area is divided into several sections:

- FEATURED:** Includes articles like 'Teaser bull leaser bags top award', 'Hort focus on global', 'Spark rolls out rural wireless broadband service', 'Food Show on a Mission', 'Industry reform not more marketing', 'Alliance shareholder resolution received', 'Potato expert praises NZ research', and 'Government needs to heed 10 point plan'.
- NATIONAL:** Contains articles such as 'Breathing easier at the bank' and 'Earlier milk price call from Oz farmers'.
- WORLD:** Features articles like 'More money from milk than milk from money' and 'Hard-nosed grocery firms ganging up on Oz big two'.

On the right side of the website, there are several advertising tiles:

- Premium banner (fixed position):** A large orange banner at the top right.
- Premium tile (fixed position):** A grey tile below the banner.
- Top priority tile (fixed position):** A yellow tile below the grey one.
- Standard tile (rotates position):** A green tile at the bottom right.

At the bottom of the website, there is a 'NEWSLETTER' section with a 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER' button and a 'be in to WIN' promotion.

