

# HORTNEWS

**MEDIA KIT**

**2025**



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 2025...

DATES	ISSUE	PUBLISHING DATES	BOOKING DEADLINE	MATERIAL DEADLINE
February	47	February 11	January 29	February 4
April	48	April 8	March 26	April 1
June	49	June 3	May 21	May 27
August	50	August 12	July 30	August 5
October	51	October 7	September 24	September 30
December	52	December 2	November 19	November 25

**TO REACH THE WIDEST FARMER AUDIENCE, CONTACT OUR TEAM**

## **AUCKLAND sales representative**

**STEPHEN POLLARD**

**Tel: 021-963 166**

**Email: [stephenp@ruralnews.co.nz](mailto:stephenp@ruralnews.co.nz)**

## **WAIKATO & WELLINGTON sales representative**

**LISA WISE**

**Tel: 027-369 9218**

**Email: [lisaw@ruralnews.co.nz](mailto:lisaw@ruralnews.co.nz)**

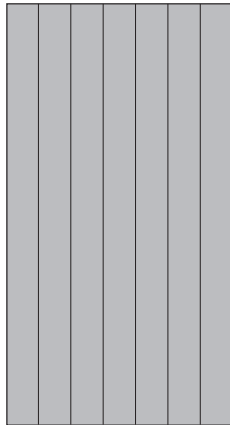
## **SOUTH ISLAND sales representative**

**KAYE SUTHERLAND**

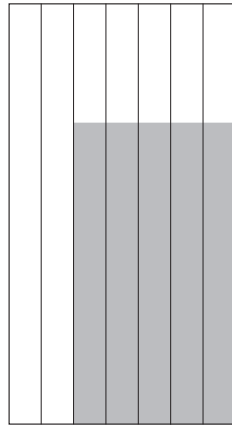
**Tel: 021-221 1994**

**Email: [kayes@ruralnews.co.nz](mailto:kayes@ruralnews.co.nz)**

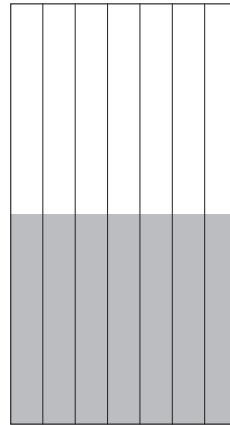
### **EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)**



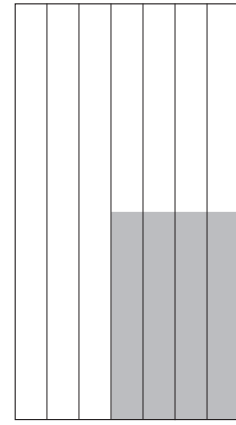
39x7 - full page advert  
390mm deep x 265mm wide



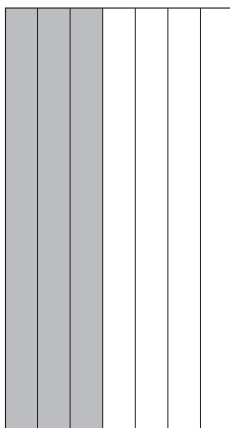
26x5 - half page portrait advert  
280mm deep x 187mm wide



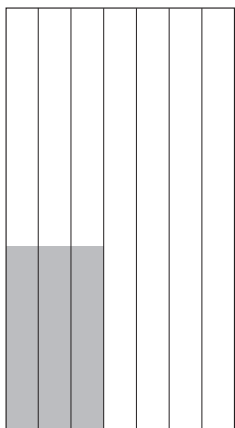
20x7 - half page landscape advert  
200mm deep x 265mm wide



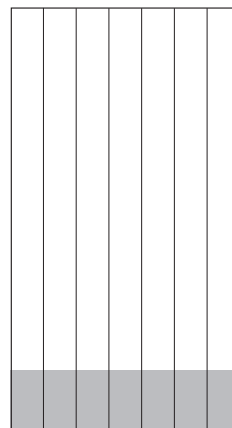
20x4  
200mm deep x 148mm wide



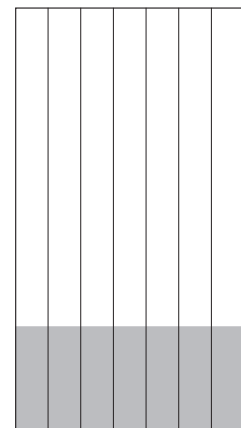
39x3  
390mm deep x 110mm wide



16x3  
160mm deep x 110mm wide



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



10x7  
100mm deep x 265mm wide

### **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)



# 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.



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The screenshot shows the Rural News Group website with a navigation bar at the top containing links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. Below the navigation bar is a search bar and a 'Premium banner (fixed position)' advertisement. The main content area features several news articles with images and headlines, such as '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', 'Government needs to heed '10 point' plan', 'Trust encourages farmers to enter awards', 'More money from milk than milk from money', 'Breathing easier at the bank', 'Earlier milk price call from Oz farmers', 'Hard-nosed grocery firms ganging up on Oz 'big two'', and 'Oz dairying attracts big-ticket buyers'. On the right side, there are several advertisement tiles: 'Premium tile (fixed position)', 'Top priority tile (fixed position)', 'West heads west', 'Nice drop!', 'Standard tile (rotates position)', 'NEWSLETTER', 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER', and 'Answer 3 short Questions and... be in to WIN'.

