

# DAIRY NEWS

**MEDIA KIT**

**2024**



RURAL NEWS GROUP

# DAIRY NEWS

- » Published fortnightly
- » Large A3 tabloid format
- » Circulation of 25,400 sent to:
- » All RD boxes on all DAIRY farms nationwide;
- » Farm private bags and PO boxes (mostly corporate owned);
- » Members of the Rural Contractors Association.
- » Strong, independent journalism.
- » Trusted and influential content. Published for over 35 years
- » News, Agribusiness, Markets, Animal Health, Management, Machinery.



## Contact our team...

### Auckland sales:

**STEPHEN POLLARD** • Tel: 021-963 166 • E: [stephenp@ruralnews.co.nz](mailto:stephenp@ruralnews.co.nz)

### Waikato & Wellington sales:

**LISA WISE** • Tel: 027-369 9218 • E: [lisaw@ruralnews.co.nz](mailto:lisaw@ruralnews.co.nz)

### South Island sales:

**KAYE SUTHERLAND** • Tel: 021-221 1994 • E: [kayes@ruralnews.co.nz](mailto:kayes@ruralnews.co.nz)

## Material specifications...

### Printing Details

- » Web – offset
- » Digital photos supplied should have resolution of not less than 200 pixels/inch
- » Full page print area: 390mm x 265mm

### 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.
- » Please do not put crop marks on adverts

### Typesetting

- » The Rural News Group production system is Macintosh based. Adverts that require typesetting should be supplied with appropriate artwork or logos.

## Advertising rates...

	CM	Cols	Col Cm	Casual	3+Inserts	6+Inserts	12+Inserts
Double page spread	39	14	546				\$13.58
Double Half Page portrait	28	10	280				\$16.15
Double Half Page landscape	20	14					
Full Page	39	7	273	\$17.46	\$17.02	\$16.59	\$16.15
More than 100 col cm, e.g.	28	5	140	\$18.43	\$17.97	\$17.51	\$17.05
Less than 100 col cm, e.g.	5	2	10	\$19.40	\$18.92	\$18.43	\$17.95

## 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)

Casual rate = \$19.40 per col cm

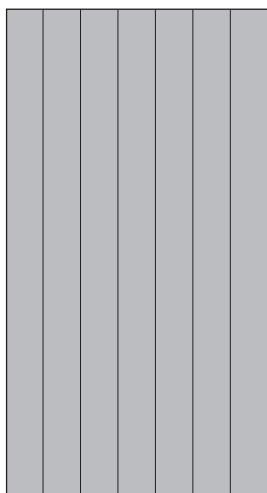
Inserts on application

Preferred positions plus 25%

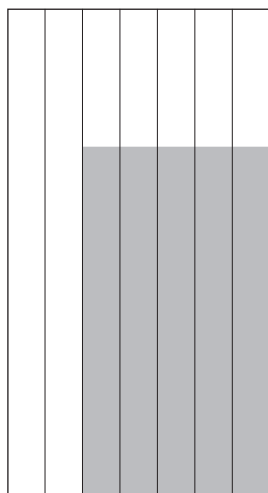
Special positions on application, eg: Page 1 solus,  
Page 3, Back Page, etc

All prices quoted exclude GST

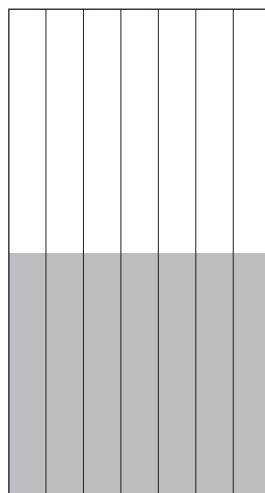
## Run of Paper Advert Sizes - a few generic examples...



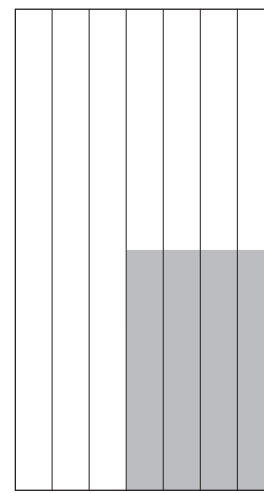
39x7 - full page advert  
390mm deep x 265mm wide



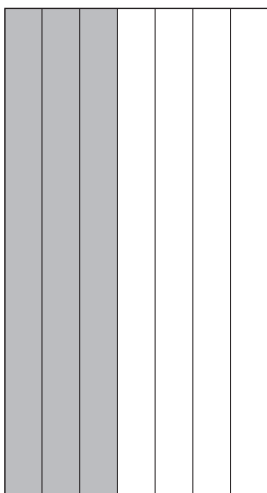
28x5 - half page portrait advert  
280mm deep x 187mm wide



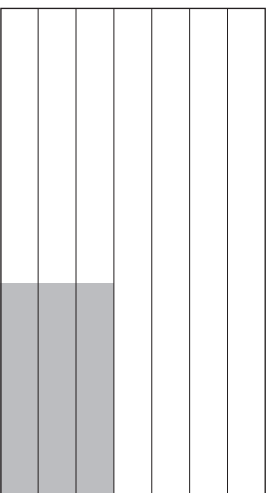
20x7 - half page landscape advert  
200mm deep x 265mm wide



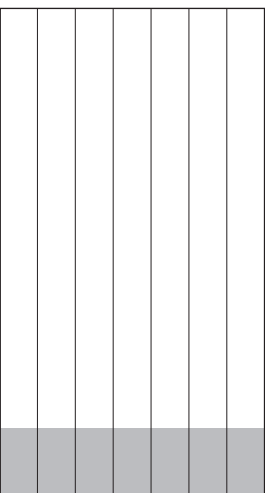
20x4  
200mm deep x 148mm wide



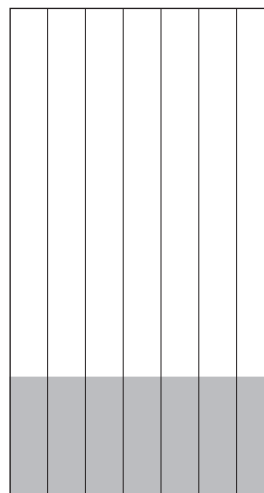
39x3  
390mm deep x 110mm wide



16x3  
160mm deep x 110mm wide



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



10x7  
100mm deep x 265mm wide

# DAIRY NEWS

## *Publishing Dates, Deadlines 2024...*

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
534	January 23	January 10	January 16
535	February 6	January 24	January 30
536	February 20	February 7	February 13
537	March 5	February 21	February 27
538	March 19	March 6	March 12
539	April 2	March 20	March 26
540	April 16	April 3	April 9
541	April 30	April 17	April 23
542	May 14	May 1	May 7
543	May 28	May 15	May 21
544	June 11	May 29	June 4
545	June 25	June 12	June 18
546	July 9	June 26	July 2
547	July 23	July 10	July 16
548	August 6	July 24	July 30
549	August 20	August 7	August 13
550	September 3	August 21	August 27
551	September 17	September 4	September 10
552	October 1	September 18	September 24
553	October 15	October 2	October 8
554	October 29	October 16	October 22
555	November 12	October 30	November 5
556	November 26	November 13	November 19
557	December 10	November 27	December 3
558	January 21, 2025	December 18, 2024	January 14, 2025

### GETTING THE BASICS RIGHT

23	January 7, 2025	November 27, 2024	December 3, 2024
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# DAIRY NEWS

**ONLINE METRICS...**

- 89,717 page views\*
- 67,948 sessions\*
- 8217 Facebook followers
- 2500 Twitter followers

\* 6 MONTH AVERAGE

## HOW MUCH FOR AN ADVERTISEMENT?

- \$1000** Premium banner 
- \$800** Top priority banner 
- \$600** Standard banner 
- \$1000** Premium tile 
- \$800** Top priority tile 
- \$600** Standard tile 

- \$1350** Website wrap (2 weeks)\*  
(VIEWABLE ON DESKTOP)
- \$2250** Website wrap (1 month)\*  
(VIEWABLE ON DESKTOP)

All costs are per month and bookings are subject to availability

### Additional options

- \$420** e-newsletter banner
- \$630** priority e-newsletter banner

HORT NEWS & WINEGROWER  
OPTIONS AVAILABLE

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

ALL OUR PRICES QUOTED ARE  
EXCLUSIVE OF  
GST AND PRODUCTION.

The screenshot shows the Dairy News website interface with several ad placements highlighted:

- Top navigation:** HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, CONTACT. Search bar: Enter search query.
- Header:** RURAL NEWS GROUP logo.
- Navigation:** NATIONAL, WORLD, OPINION, AGRIBUSINESS, MANAGEMENT, FARM HEALTH, MACHINERY & PRODUCTS, MOTORING, RURAL LIFE, MARKETS, PODCASTS.
- Featured Content:**
  - Teaser bull leaser bags top award:** Walkato dairy farmer Jennie Macky has been named the best agri-businesswoman of the year.
  - Hort focus on global:** More than 300 delegates from throughout the country have been attending Horticulture New Zealand's annual conference being held in Rotorua.
  - Consumers are 'taking a big bite out of the Earth':** Every meal we eat costs the planet 10kgs of soil, 800 litres of fresh water and 1.3 litres of diesel fuel, says science writer Julian Cribb.
  - Changes to health and safety reforms sensible:** The Parliamentary Select Committee's delay on the Health and Safety Reform Bill has led to improvements for the farming industry, say the Federated Farmers.
  - Food Show on a Mission:** The Auckland Food Show has announced a new partnership with Auckland City Mission, which will see the charity receive exhibitor's leftover product at the end of the event.
  - Spark rolls out rural wireless broadband service:** Spark has officially launched its rural wireless broadband service, which they say will give many rural New Zealanders access to reliable and fast internet.
- Additional Content:**
  - West heads west:** The Hound notes that Lincoln University's vice-chancellor Andrew West has suddenly resigned. This old mutt hopes West's replacement is not...
  - Nice drop!** A mate of the Hound recently attended the annual conference of Rural Contractors NZ, held in Blenheim in late June.
  - Industry reform not more marketing:** Farmers levy payment would be better off going towards meat industry reform than generic marketing through Beef & Lamb, says Meat Industry Excellence (MIE).
  - Alliance shareholder resolution received:** Alliance Group has received a request to call a special meeting of Alliance Group shareholders to consider a proposed shareholder resolution.
  - Potato expert praises NZ research:** An international potato industry expert has praised New Zealand's world-leading research during a visit to speak at the Potatoes New Zealand Inc. annual conference.
  - Government needs to heed '10 point' plan:** Federated Farmers want the government to give immediate attention to the Local Government '10 point plan' for rates reform.
  - Trust encourages farmers to enter awards:** Entries for the 2016 Ballanoe Farm Environment Awards open on August 1 and farmers are being encouraged to enter.
- National:**
  - More money from milk than milk from money:** Building an Australian dairy industry that is sustainable and profitable should assure long-term success, says Dairy Australia chair Geoff Akers.
  - Hard-nosed grocery firms ganging up on Oz 'big two':** Australian supermarkets have been in the gun for years for the way they treat suppliers and farmers.
  - Breathing easier at the bank:** Farmers supplying Fonterra's Wagga Wagga factory in the NSW Riverina have been offered a new pricing agreement aimed at taking...
  - Earlier milk price call from Oz farmers:** Australian farm leaders have again called for earlier forecasts of seasonal prices, eyeing companies that announced this season's prices only...
  - Oz dairying attracts big-ticket buyers:** The latest Dairy Australia National Dairy Farmer Survey (NDFS) shows farmers in many regions investing, or planning to invest, in...
- World:**
  - Coles:** Australian supermarkets have been in the gun for years for the way they treat suppliers and farmers.

Standard banner (rotates position)

SUBSCRIBE TO OUR **RURAL NEWS DAIRY NEWS** WEEKLY NEWSLETTER

Answer 3 short Questions and... **be in to WIN**