

DAIRY NEWS

MEDIA KIT

2025



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

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

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

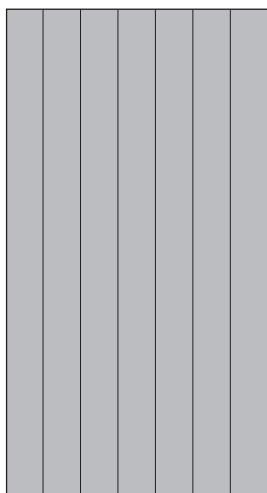
Inserts on application

Preferred positions plus 25%

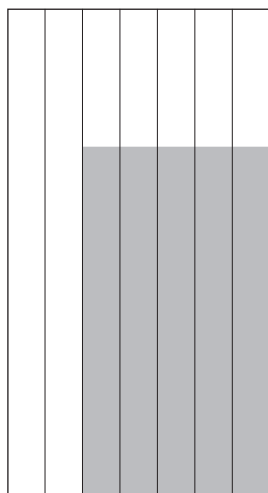
Special positions on application, eg: Page 1 solus,
Page 3, Back Page, etc

All prices quoted exclude GST

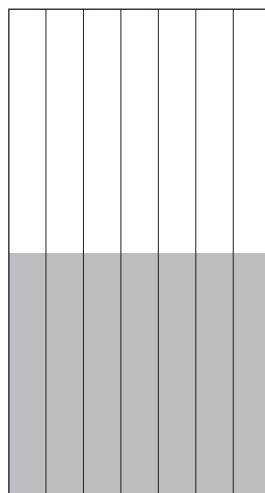
Run of Paper Advert Sizes - a few generic examples...



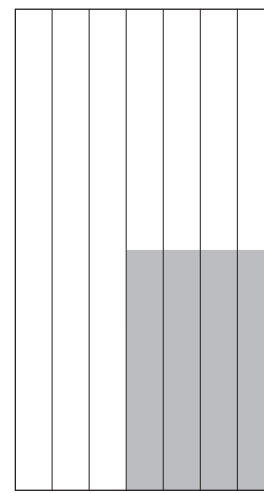
39x7 - full page advert
390mm deep x 265mm wide



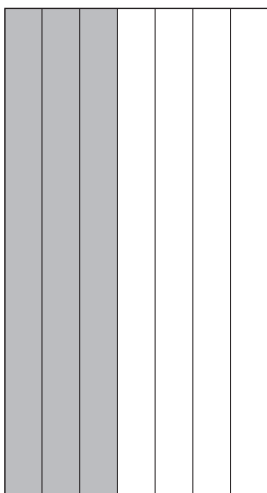
28x5 - half page portrait advert
280mm deep x 187mm wide



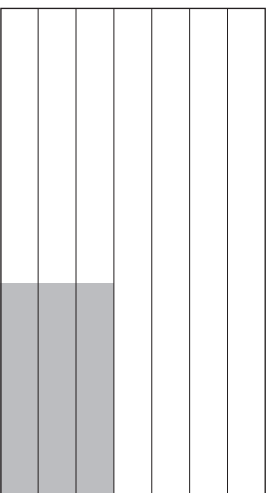
20x7 - half page landscape advert
200mm deep x 265mm wide



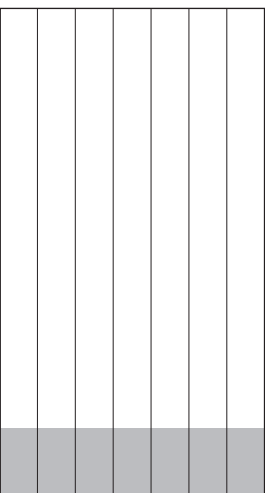
20x4
200mm deep x 148mm wide



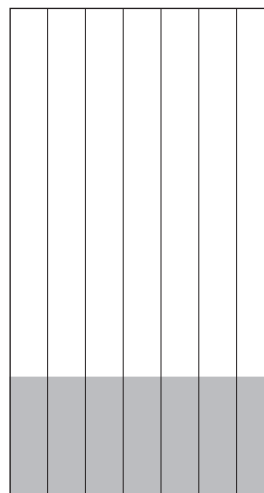
39x3
390mm deep x 110mm wide



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 2025...

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
558	January 21	January 8	January 14
559	February 4	January 22	January 28
560	February 18	February 5	February 11
561	March 4	February 19	February 25
562	March 18	March 5	March 11
563	April 1	March 19	March 25
564	April 15	April 2	April 8
565	April 29	April 16	April 22
566	May 13	April 30	May 6
567	May 27	May 14	May 20
568	June 10	May 28	June 3
569	June 24	June 11	June 17
570	July 8	June 25	July 1
571	July 22	July 9	July 15
572	August 5	July 23	July 29
573	August 19	August 6	August 12
574	September 2	August 20	August 26
575	September 16	September 3	September 9
576	September 30	September 17	September 23
577	October 14	October 1	October 7
578	October 28	October 15	October 21
579	November 11	October 29	November 4
580	November 25	November 12	November 18
581	December 9	November 26	December 2
582	January 20, 2026	December 17, 2025	January 13, 2026

GETTING THE BASICS RIGHT

24	January 13, 2026	December 2, 2025	December 9, 2025
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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 Rural News Group website 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.
- 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:**
 - Standard banner (rotates position):** A blue banner at the bottom of the page.