

DAIRY NEWS

MEDIA KIT

2025



RURAL NEWS GROUP

DAIRY NEWS

- » Biggest reach and highest readership in print dairy publications
- » The only full-circulation dedicated NZ dairy publication
- » 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.



WE CAN PACKAGE DEALS TO SUIT YOUR NEEDS INCLUDING:

- ✓ Monthly special reports
- ✓ National Fielddays feature
- ✓ Preferred positions
- ✓ Inserts

TO REACH THE WIDEST FARMER AUDIENCE, CONTACT OUR TEAM

AUCKLAND sales representative

STEPHEN POLLARD

Tel: 021-963 166

Email: stephenp@ruralnews.co.nz

WAIKATO & WELLINGTON sales representative

LISA WISE

Tel: 027-369 9218

Email: lisaw@ruralnews.co.nz

SOUTH ISLAND sales representative

KAYE SUTHERLAND

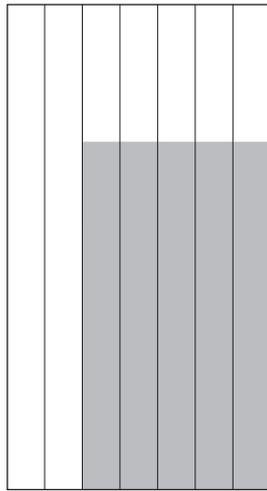
Tel: 021-221 1994

Email: kayes@ruralnews.co.nz

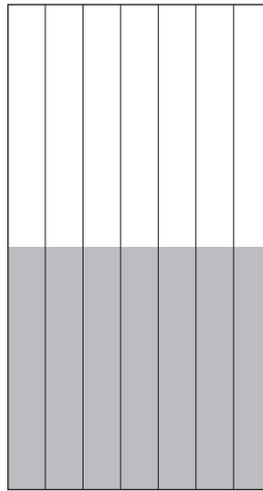
EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)



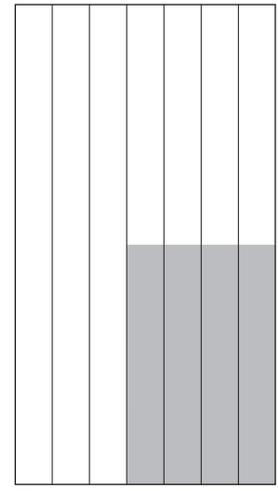
39x7 - full page advert
390mm deep x 265mm wide



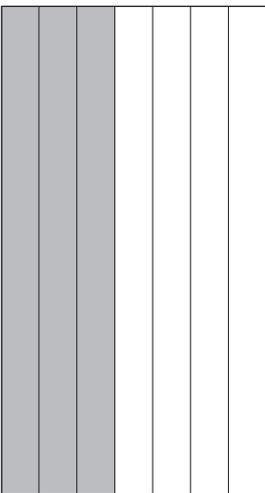
28x5 - half page portrait advert
280mm deep x 187mm wide



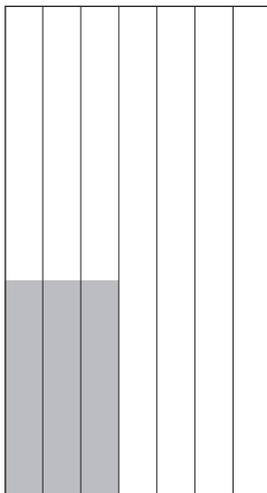
20x7 - half page landscape advert
200mm deep x 265mm wide



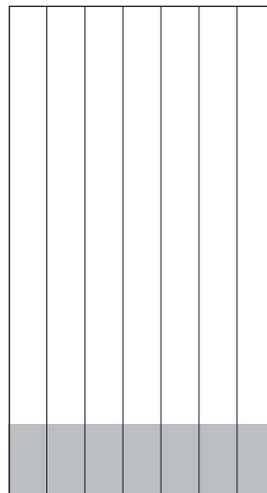
20x4
200mm deep x 148mm wide



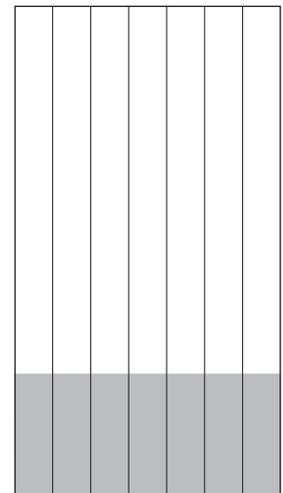
39x3
390mm deep x 110mm wide



16x3
160mm deep x 110mm wide



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



10x7
100mm deep x 265mm wide

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)

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, pdf 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.

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.

HOME RURAL NEWS DAIRY NEWS NZ WINEGROWER SUBSCRIBE ADVERTISE CONTACT

RURAL NEWS GROUP

Premium banner (fixed position)

NATIONAL WORLD OPINION AGRIBUSINESS MANAGEMENT FARM HEALTH MACHINERY & PRODUCTS MOTORING RURAL LIFE MARKETS PODCASTS

FEATURED

Teaser bull leaser bags top award
Waikato 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.

Top priority banner (fixed position)

Premium tile (fixed position)

Top priority tile (fixed position)

THE HOUND

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.

Standard tile (rotates position)

NEWSLETTER

SUBSCRIBE TO OUR

WEEKLY NEWSLETTER

RURAL NEWS DAIRY NEWS

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

NATIONAL

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.

WORLD

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.

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...

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.

Standard banner (rotates position)