

DAIRY NEWS

MEDIA KIT

2026



RURAL NEWS GROUP

DAIRY NEWS

- » Biggest reach and highest readership in print dairy publications
- » The only full-circulation dedicated NZ dairy publication
- » Published twice a month
- » Large A3 tabloid format
- » Circulation of 24,500 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

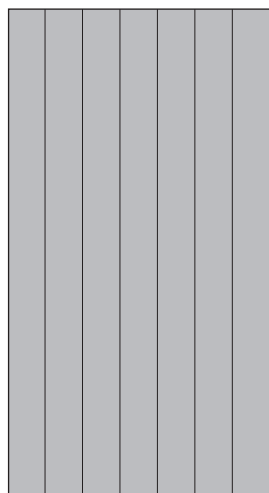
SOUTH ISLAND sales representative

KAYE SUTHERLAND

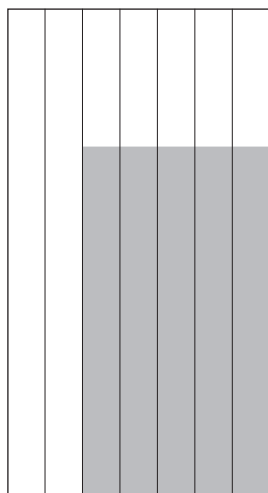
Tel: 021-221 1994

Email: kayes@ruralnews.co.nz

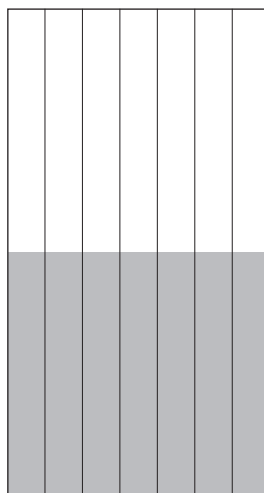
EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)



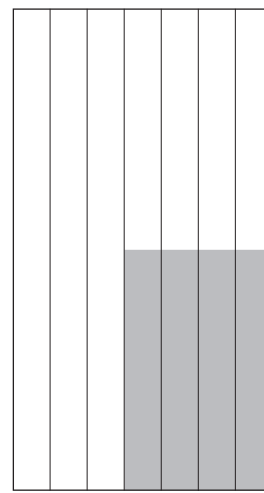
39x7 - full page advert
390mm deep x 265mm wide



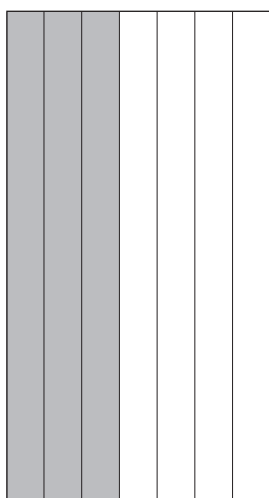
28x5 - half page portrait advert
280mm deep x 187mm wide



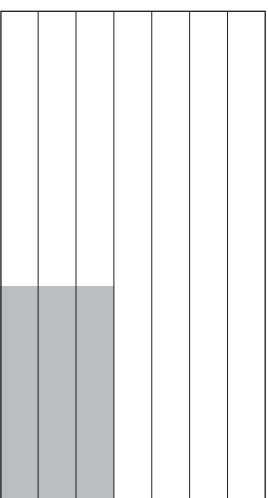
20x7 - half page landscape advert
200mm deep x 265mm wide



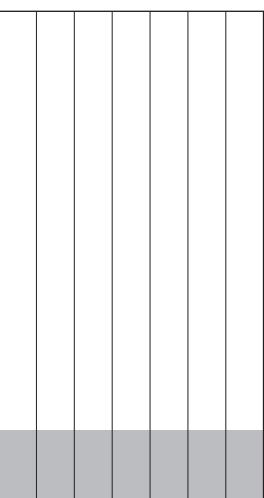
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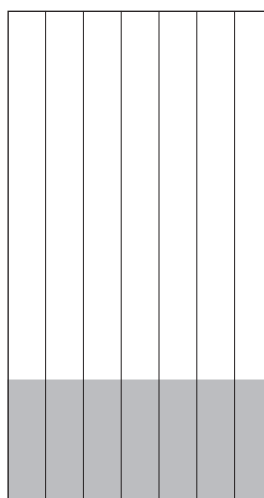
39x3
390mm deep x 110mm wide



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 2026...

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
582	January 20, 2026	December 17, 2025	January 13, 2026
583	February 3	January 21	January 27
584	February 17	February 4	February 10
585	March 3	February 18	February 24
586	March 17	March 4	March 10
587	April 1	March 18	March 24
588	April 14	April 1	April 7
589	May 12	April 29	May 5
590	May 26	May 13	May 19
591	June 9	May 27	June 2
592	June 23	June 10	June 16
593	July 14	July 1	July 7
594	July 28	July 15	July 21
595	August 11	July 29	August 4
596	August 25	August 12	August 18
597	September 8	August 26	September 1
598	September 22	September 9	September 15
599	October 13	September 30	October 6
600	October 27	October 14	October 20
601	November 10	October 28	November 3
602	November 24	November 11	November 17
603	December 8	November 25	December 1

GETTING THE BASICS RIGHT

26	January 12, 2027	November 18, 2026	December 1, 2026
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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 agribusinesswoman 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, 500 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.

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.

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)

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 Farm 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 Ballance Farm Environment Awards open on August 1 and farmers are being encouraged to enter.

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)

WORLD

More money from milk than milk from money

Building an Australian dairy industry that is sustainable and profitable should assume 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 Fontana'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...

NEWSLETTER

SUBSCRIBE TO OUR WEEKLY NEWSLETTER

RURAL NEWS DAILY NEWS

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

Standard banner (rotates position)