

# DAIRY NEWS

## 2021 MEDIA KIT

With a circulation of 26,510 (ABC audit) Dairy News has the highest circulation of any dairy publication in New Zealand and is delivered free to:

- All households on dairy farms in New Zealand via their Rural Delivery boxes.
- All dairy farm private bags and P.O. Boxes.
- Dairy News is published every fortnight.

### Content:

- Dairy News has a reader-first editorial approach.
- It is well resourced with a nationwide team of expert rural journalists.
- A quality high integrity environment.
- A strong on-farm focus.

### Sections include:

- News
- Agribusiness
- Opinion
- Management
- Animal Health
- Machinery and Products

 [facebook.com/ruralnews](https://facebook.com/ruralnews)

 [twitter.com/Rural\\_News](https://twitter.com/Rural_News)



**"Rural newspapers and magazines are the number one resource for farmers and growers when looking for information, new ideas, or advice for all their farming materials, machinery and infrastructure requirements."**  
- (Nielsen Rural Survey)

**DAIRY NEWS IS 100% NEW ZEALAND OWNED**

## ADVERTISING RATES

2021 Advertising Rates Per Col Cm. All rates include four colour and exclude GST

	Cms	Cols	Col cms	Casual	3+ Inserts	6+ Inserts	12+ Inserts
<b>Double Page Spread</b>	39	14	546				\$11.90
<b>Double Half Page</b>	28	10	280				\$13.60
<b>Full Page</b>	39	7	273	\$15.30	\$14.87	\$14.45	\$13.60
<b>More than 100 col cms</b>	28	5	140	\$16.15	\$15.73	\$15.30	\$14.87
<b>Less than 100 col cms</b>	5	2	10	\$17.00	\$16.57	\$16.15	\$15.72

Casual Rate \$17.00 per col cm

Inserts On Application

Preferred Positions Plus 25%

Special Positions, On Application, eg: Page 1 Solus, Page 3, Back Page, etc.

## CONTACT OUR TEAM

### Auckland Sales:

**Stephen Pollard**

Ph 021-963 166

stephenp@ruralnews.co.nz

### Wellington Sales:

**Ron Mackay**

Ph 021-453 914

ronm@ruralnews.co.nz

### Waikato Sales

**Lisa Wise**

Ph 027-369 9218

lisaw@ruralnews.co.nz

### South Island Sales:

**Kaye Sutherland**

Ph 021-221 1994

kayes@ruralnews.co.nz

## SPECIFICATIONS

### PRINTING DETAILS

- Web – offset
- Digital photos supplied should have resolution of no less than 200 pixels/ inch
- **Full page print area**  
390mm deep x 265mm wide
- **Bleed adverts should measure**  
410mm deep x 290mm wide.
- **Trim size is**  
400mm deep x 280mm wide.  
**Please do not put crop marks on bleed adverts**

**NB:** Adverts that have been typeset by production not yet paid for by the client become property of Rural News Group. Any forwarding of these adverts to other publishing houses may incur a minimum cost of \$50 unless already supplied by the client.

### 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 coloured 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 of graphics supplied 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.

### COLUMN SIZE

- 1 column = 34mm
- 2 columns = 72mm
- 3 columns = 110mm
- 4 columns = 148mm
- 5 columns = 187mm
- 6 columns = 226mm
- 7 columns = 265mm
- Double Page Spread adverts should add 12mm for the gutter

### TYPESETTING

The Rural News Group production system is Apple Mac based. Adverts that require typesetting may incur production charges and, if required, should be supplied with appropriate artwork or logos. For reproduction purposes artwork should not be faxed through for typesetting.

Issue	Publishing Date	Booking Deadline	Material Deadline	Year
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### DAIRY NEWS

462	January 19	January 6	January 12	
463	February 2	January 20	January 26	
464	February 16	February 3	February 9	
465	March 2	February 17	February 23	
466	March 16	March 3	March 9	
467	March 30	March 17	March 23	
468	April 13	March 31	April 6	
469	April 27	April 14	April 20	
470	May 11	April 28	May 4	
471	May 25	May 12	May 18	
472	June 8	May 26	June 1	
473	June 22	June 9	June 15	
474	July 6	June 23	June 29	
475	July 20	July 7	July 13	
476	August 3	July 21	July 27	
477	August 17	August 4	August 10	
478	August 31	August 18	August 24	
479	September 14	September 1	September 7	
480	September 28	September 15	September 21	
481	October 12	September 29	October 5	
482	October 26	October 13	October 19	
483	November 9	October 27	November 2	
484	November 23	November 10	November 16	
485	December 7	November 24	November 30	
486	January 18	December 15	January 11	2022

### GETTING THE BASICS RIGHT

20	January 4	November 24	December 7	2022
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#### RURAL NEWS GROUP

Top Floor, 29 Northcroft Street, Takapuna 0622, Auckland.  
 PO Box 331100, Takapuna, Auckland 1140.  
 PHONE 09 307 0399 • FAX 09 307 0122  
 Email editorial: editor@ruralnews.co.nz  
 Email production: davef@ruralnews.co.nz



**RURAL NEWS GROUP**

## ONLINE ADVERTISING

Advertisements booked with Rural News Group online appear on every page of two websites within the group, covering all farming sectors:

Rural News, Dairy News

### What Can I Get?\*






60,000 Page Impressions (average per month)

45,000 Visits (55% from mobile)\* (per month averaged over a year)

5362 e-newsletter subscribers (weekly e-newsletter advertisements only)

\*average per month over a year

### How Much for an advertisement?

- **\$1100** Premium banner (viewable on desktop, tablet and mobile) 
- **\$900** Top priority banner (viewable on desktop, tablet and mobile) 
- **\$700** Standard banner (viewable on desktop, tablet and mobile) 
- **\$900** Top priority tile (viewable on desktop, tablet and mobile) 
- **\$700** Standard tile (viewable on desktop, tablet and mobile) 

All costs are per month and bookings are subject to availability

### Additional options

- \$400** e-newsletter banner
- \$600** e-newsletter banner
- \$1500** Website wrap (2 weeks)\* (viewable on desktop)
- \$2500** Website wrap (1 month)\* (viewable on desktop)

Note: There is a 25% discount for tiles or banners than run in conjunction with a website wrap.

\*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 displays the Rural News Group website with several advertising placements highlighted. At the top, a navigation bar includes links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. Below this, a search bar is present. The main content area is divided into sections: 'FEATURED' with a large image of a cow and a laptop, 'Spark rolls out rural wireless broadband service', 'Food Show on a Mission', 'NATIONAL' with articles on industry reform, potato expert research, government needs, and trust encouragement, 'WORLD' with articles on milk money, grocery firms, and dairying, and 'NEWSLETTER' with a subscribe button. On the right side, there are sections for 'Top priority tile (fixed position)', 'LATEST PRINT ISSUES ONLINE', 'THE HOUND', and 'Nice drop!'. At the bottom right, there is a 'Standard tile (rotates position)' and a 'be in to WIN' banner.



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