

GETTING THE BASICS

Innovation for Future Profit

RIGHT

2026

For 25 years **Getting the Basics Right** has brought farmers the latest in best-practice farm management thinking, with articles by the best writers & experts in the industry. It's the only glossy dairy publication that reaches the entire market.

- › DELIVERED TO 24,500 DAIRY FARM R.D.'S
- › NZ'S ONLY FULL COVERAGE DAIRY MAG
- › PROVEN, TRUSTED ENVIRONMENT
- › HIGH QUALITY GLOSS A4 FORMAT
- › ANNUAL WITH A LONG SHELF LIFE
- › COVERS ALL ASPECTS OF DAIRY FARMING



PUBLISHING DATE: 13 January 2026

BOOKING DEADLINE: 19 November 2025

MATERIAL REQUIRED BY: 3 December 2025

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

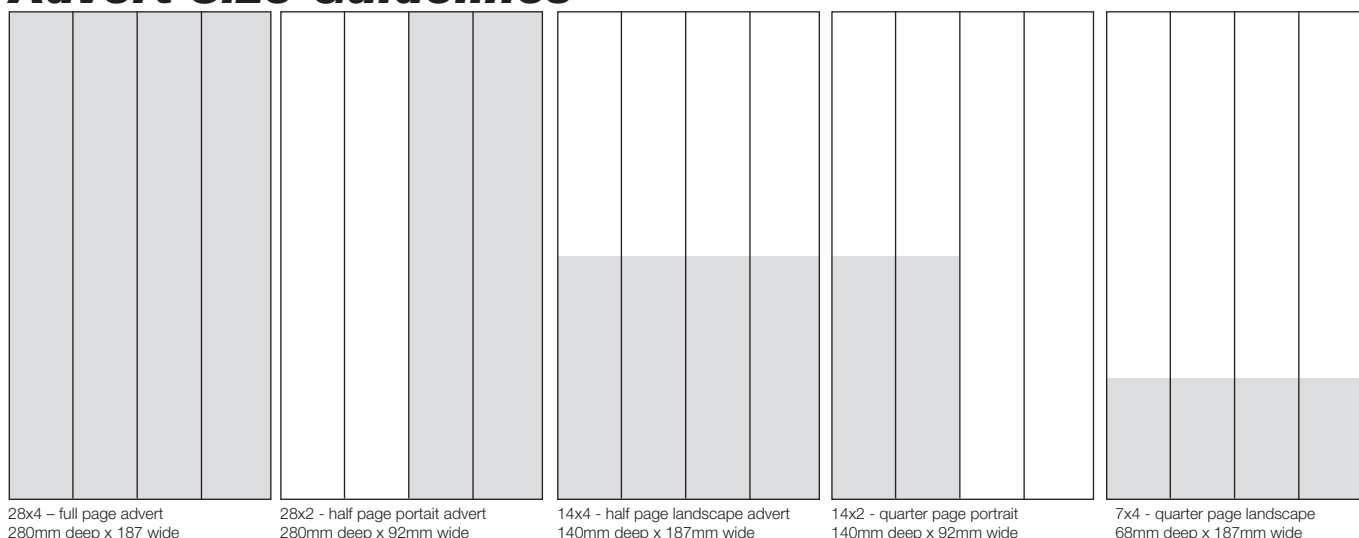
• Tel: 021-221 1994

• E: kayes@ruralnews.co.nz

Advertising rates

	CM	Cols	Depth in mm	Width in mm	Advert Pricing (excludes GST)
Cover Full Page	28	4	280	187	\$3420
Full page run of paper	28	4	280	187	\$2850
Half page portrait	28	2	280	92	\$1710
Half page landscape	14	4	140	187	\$1710
Quarter page portrait	14	2	140	92	\$980
Quarter page landscape	7	4	68	187	\$980
Full Page with bleed	28	4	307	220	POA
Full Page DPS with bleed	28	8	307	430	POA
Full Page DPS image size	28	8	287	410	POA

Advert Size Guidelines



Material specifications

Printing Details

- » Web – offset
- » Digital photos supplied should have resolution of not less than 200 pixels/inch
- » Full page print area: 280mm deep x 187mm wide

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



RURAL NEWS GROUP

RURAL NEWS GROUP

Lower Ground Floor, 29 Northcroft Street, Takapuna 0622, Auckland

PO Box 331100, Takapuna, Auckland 0740

PHONE 09 307 0399 | FAX 09 307 0122