

# HORTNEWS

## MEDIA KIT

# 2024



RURAL NEWS GROUP

# HORT NEWS

- » Published bi-monthly
- » Large A3 format on gloss paper
- » Circulation of 10,000
- » Covers all key hort regions
- » Distributed with Rural News (readership 170,000 – all farmers, 2022 Nielsen Rural CMI Survey)
- » Strong, independent journalism
- » Trusted and influential
- » Published by Rural News Group, NZ owned and in business for over 35 years
- » News, agribusiness, management, markets, machinery and tech.

## Publishing Dates, Deadlines 2024...

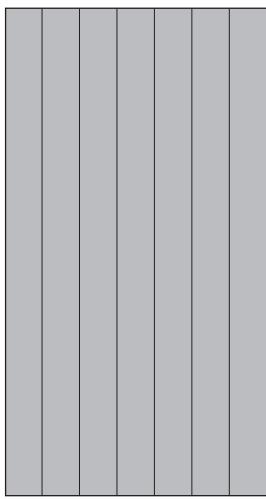
DATES	ISSUE	PUBLISHING DATES	BOOKING DEADLINE	MATERIAL DEADLINE
February	41	February 13	January 31	February 6
April	42	April 9	March 27	April 2
June	43	June 4	May 22	May 28
August	44	August 13	July 31	August 6
October	45	October 8	September 25	October 1
December	46	December 3	November 20	November 26

## **Column width sizes...**

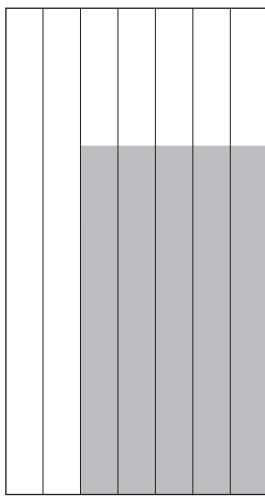
- » 1 column = 34mm
- » 2 columns = 72mm
- » 3 columns = 110mm
- » 4 columns = 148mm
- » 5 columns = 187mm
- » 6 columns = 226mm
- » 7 columns = 265mm
- » Double Page Spread 542mm wide  
(allows for 12mm gutter)



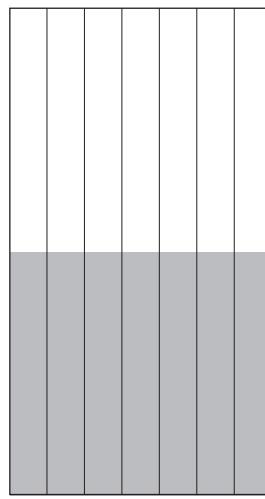
## **Run of Paper Advert Sizes – a few generic examples...**



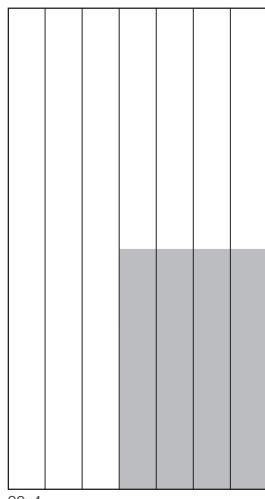
39x7 - full page advert  
390mm deep x 265mm wide



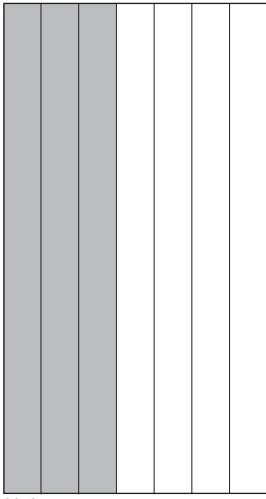
28x5 - half page portrait advert  
280mm deep x 187mm wide



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



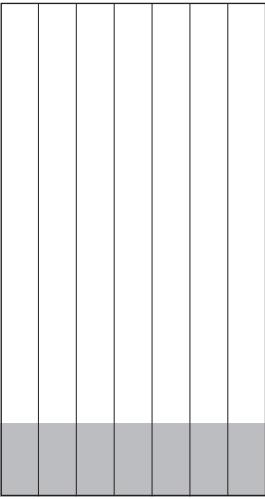
20x4  
200mm deep x 148mm wide



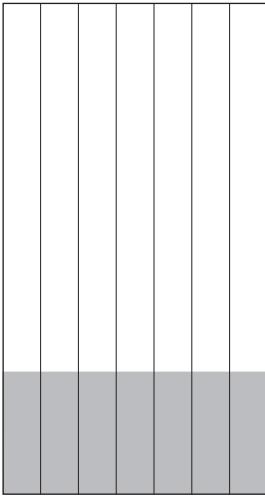
39x3  
390mm deep x 110mm wide



16x3  
160mm deep x 110mm wide



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



10x7  
100mm deep x 265mm wide

## **Contact our team...**

### **AUCKLAND SALES:**

#### **STEPHEN POLLARD**

• Tel: 021-963 166 • E: stephenp@ruralnews.co.nz

### **WAIKATO SALES:**

#### **LISA WISE**

• Tel: 027-369 9218 • E: lisaw@ruralnews.co.nz

### **WELLINGTON SALES:**

#### **RON MACKAY**

• Tel: 021-453 914 • E: ronm@ruralnews.co.nz

### **SOUTH ISLAND SALES:**

#### **KAYE SUTHERLAND**

• Tel: 021-221 1994 • E: kayes@ruralnews.co.nz

# HORTNEWS

## Online Advertising Options...

### HOW MUCH FOR AN ADVERTISEMENT?

**\$600** Premium banner



**\$500** Top priority banner



**\$350** Standard banner



**\$600** Premium tile



**\$500** Top priority tile



**\$350** Standard tile



**\$800** Website wrap (2 weeks)\*  
(VIEWABLE ON DESKTOP)



**\$1400** Website wrap (1 month)\*  
(VIEWABLE ON DESKTOP)



All costs are per month and bookings are subject to availability

\*An example of the website wrap can be seen on our advertise page

ALL OUR PRICES QUOTED ARE EXCLUSIVE OF GST AND PRODUCTION.



RURAL NEWS GROUP

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

- PO Box 331100, Takapuna, Auckland 0740
- Ph: 09 307 0399 • Fax: 09 307 0122
- Email editorial: editor@ruralnews.co.nz
- Email production: davef@ruralnews.co.nz

Enter search query

R
RURAL NEWS GROUP

HOME RURAL NEWS DAIRY NEWS NZ WINEGROWER SUBSCRIBE ADVERTISE CONTACT

Premium banner (fixed position)

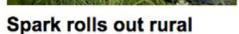
FEATURED



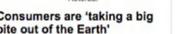
**Teaser bull leaser bags top award**  
Walkato dairy farmer Jennie Mackay has been named the best agribusinesswoman of the year.



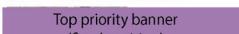
**Hort focus on global**  
More than 300 delegates from throughout the country have been attending Horticulture New Zealand's annual conference being held in Rotorua.



**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)**



**Changes to health and safety reform timetable**  
An interministerial committee delay on the Health and Safety Reform Bill has led to improvements for the farming industry, say the Federated Farmers.



**Consumers are 'taking a big bite out of the Earth'**  
Every meal we eat costs the planet 10kg of soil, 600 litres of fresh water and 1.3 litres of diesel fuel, says science writer Julian Cribb.



**West heads west**  
The Head of Agricultural Science at Lincoln University's vice-chancellor Andrew West has suddenly resigned. This old must hopes West's replacement is not...



**Nice drop!**  
A mixie of the Inland Revenue recently attended the annual conference of Rural Contractors NZ, held in Blenheim in late June.



**Standard tile (rotates position)**



**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 more attention to agriculture after the Government's 10 point plan\* for rates reform.



**Trust encourages farmers to enter awards**  
Entries for the 2016 Balance Farm Environment Awards open on August 1 and farmers are being encouraged to enter.



**ENEWSLETTER**

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RURAL NEWS DAIRY NEWS

**WEEKLY NEWSLETTER**



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