

HORTNEWS

MEDIA KIT

2025



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 2025...

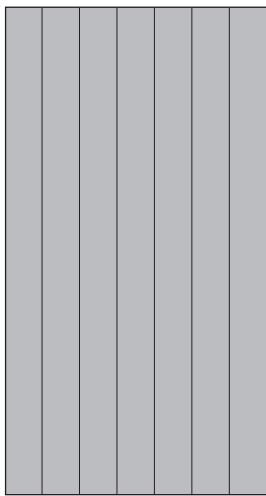
DATES	ISSUE	PUBLISHING DATES	BOOKING DEADLINE	MATERIAL DEADLINE
February	47	February 11	January 29	February 4
April	48	April 8	March 26	April 1
June	49	June 3	May 21	May 27
August	50	August 12	July 30	August 5
October	51	October 7	September 24	September 30
December	52	December 2	November 19	November 25

Column width sizes...

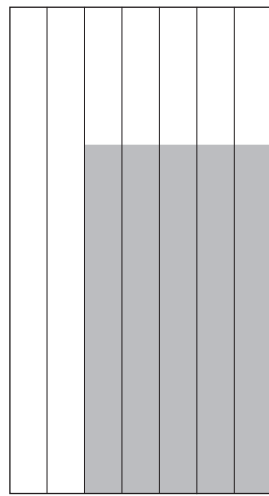
- » 1 column = 34mm
- » 2 columns = 72mm
- » 3 columns = 110mm
- » 4 columns = 148mm
- » 5 columns = 187mm
- » 6 columns = 226mm
- » 7 columns = 265mm
- » Double Page Spread 542mm wide
(allows for 12mm gutter)



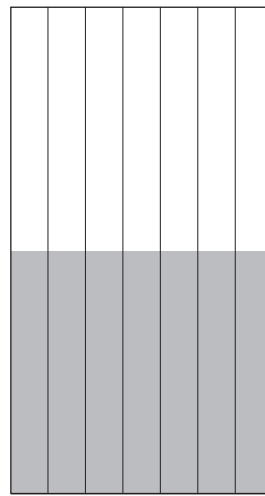
Run of Paper Advert Sizes - a few generic examples...



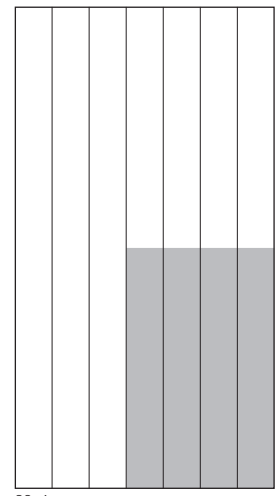
39x7 - full page advert
390mm deep x 265mm wide



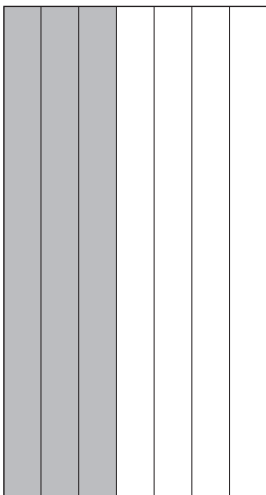
28x5 - half page portrait advert
280mm deep x 187mm wide



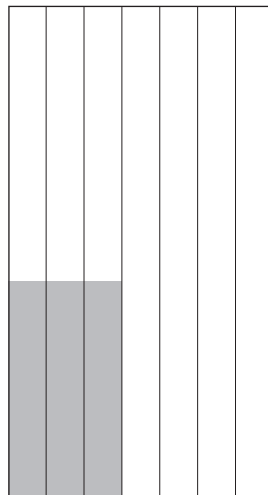
20x7 - half page landscape advert
200mm deep x 265mm wide



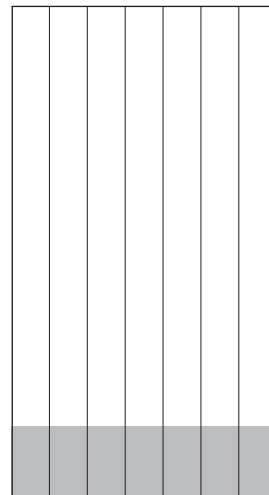
20x4
200mm deep x 148mm wide



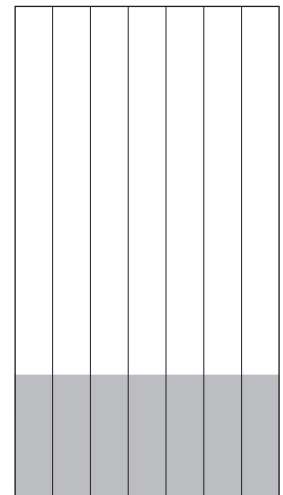
39x3
390mm deep x 110mm wide



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 & 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 |

HORT NEWS

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.



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- Email editorial: editor@ruralnews.co.nz
- Email production: davef@ruralnews.co.nz

The screenshot displays the Rural News Group website interface. At the top, there is a navigation bar with links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is located on the right. Below the navigation bar, the main content area is divided into several sections:

- FEATURED:** Includes articles such as "Teaser bull leaser bags top award", "Hort focus on global", "Spark rolls out rural wireless broadband service", "Consumers are 'taking a big bite out of the Earth'", "Changes to health and safety reforms sensible", "Food Show on a Mission", and "West heads west".
- NATIONAL:** Includes articles like "Industry reform not more marketing", "Alliance shareholder resolution received", "Potato expert praises NZ research", "Government needs to heed '10 point' plan", and "Trust encourages farmers to enter awards".
- WORLD:** Includes articles such as "More money from milk than milk from money", "Breathing easier at the bank", "Earlier milk price call from Oz farmers", and "Hard-nosed grocery firms ganging up on Oz 'big two'".

On the right side of the website, there are several advertising options represented by colored boxes:

- Premium banner (fixed position):** An orange box at the top right.
- Premium tile (fixed position):** A grey box below the banner.
- Top priority tile (fixed position):** A yellow box below the premium tile.
- Standard tile (rotates position):** A green box at the bottom right.

At the bottom of the website, there is a "NEWSLETTER" section with a "SUBSCRIBE TO OUR WEEKLY NEWSLETTER" button and a "be in to WIN" promotion.

