

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

MEDIA KIT

2025



RURAL NEWS GROUP

RURAL NEWS

- » Published fortnightly
- » Large A3 tabloid format
- » Readership: 170,000 (All farmers, 2022 Nielsen Rural CMI Survey), the highest topline readership in the rural print segment (vs Farmers Weekly at 152,000)
- » Circulation of 76,500 sent to:
- » All RD boxes on all commercial 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.



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

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 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.

Advertising rates...

	CM	Cols	Col Cm	Casual	3+Inserts	6+Inserts	12+Inserts
Double page spread	39	14	546				\$19.95
Double Half Page portrait	28	10	280				\$23.73
Double Half Page landscape	20	14					
Full Page	39	7	273	\$25.65	\$25.01	\$24.37	\$23.73
More than 100 col cm, e.g.	28	5	140	\$27.08	\$26.40	\$25.73	\$25.05
Less than 100 col cm, e.g.	5	2	10	\$28.50	\$27.79	\$27.08	\$26.36

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)

Casual rate = \$28.50 per col cm

North Island + \$19.80 per col cm (minimum size applies)

South Island = \$14.65 per col cm (minimum size applies)

Show features North, Central, Southern = \$13.70

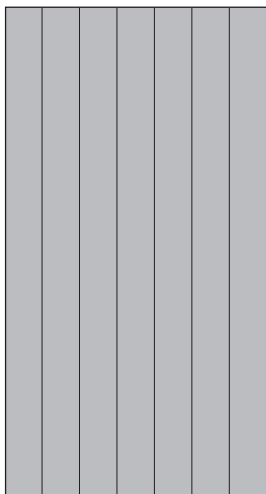
Rural Trader = \$15.70 per col cm

Preferred positions plus 25%

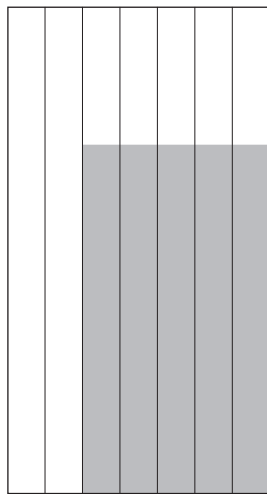
Inserts on application

All prices quoted exclude GST

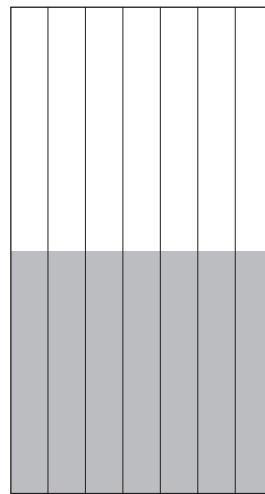
Run of Paper Advert Sizes - a few generic examples...



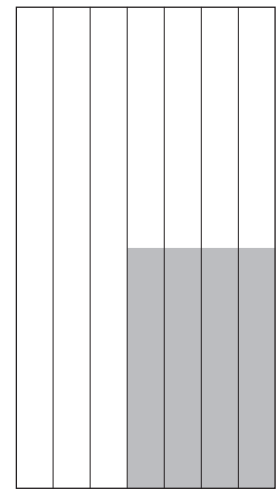
39x7 - full page advert
390mm deep x 265mm wide



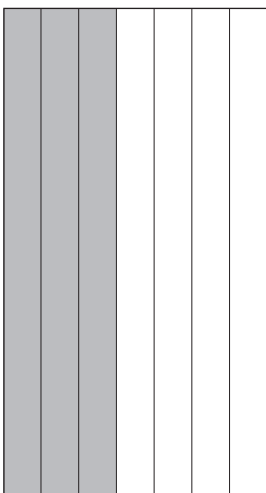
28x5 - half page portrait advert
280mm deep x 187mm wide



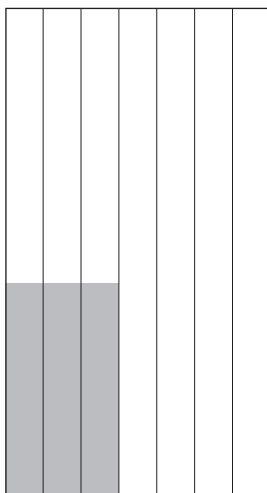
20x7 - half page landscape advert
200mm deep x 265mm wide



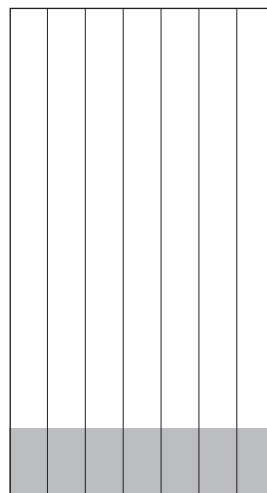
20x4
200mm deep x 148mm wide



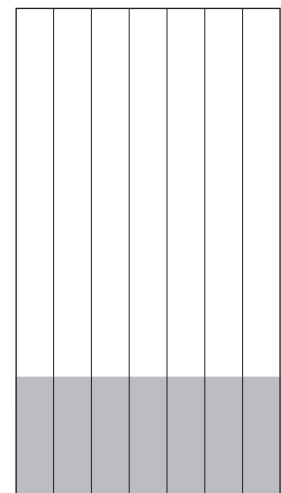
39x3
390mm deep x 110mm wide



16x3
160mm deep x 110mm wide



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



10x7
100mm deep x 265mm wide

RURAL NEWS







Publishing Dates, Deadlines 2025...

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
817	January 14	December 18, 2024	January 7
818	January 28	January 15	January 21
819	February 11	January 29	February 4
820	February 25	February 12	February 18
821	March 11	February 26	March 4
822	March 25	March 12	March 18
823	April 8	March 26	April 1
824	April 22	April 9	April 15
825	May 6	April 23	April 29
826	May 20	May 7	May 13
827	June 3	May 21	May 27
828	June 17	June 4	June 10
829	July 1	June 18	June 24
830	July 15	July 2	July 8
831	July 29	July 16	July 22
832	August 12	July 30	August 5
833	August 26	August 13	August 19
834	September 9	August 27	September 2
835	September 23	September 10	September 16
836	October 7	September 24	September 30
837	October 21	October 8	October 14
838	November 4	October 22	October 28
839	November 18	November 5	November 11
840	December 2	November 19	November 25
841	December 16	December 3	December 9
842	January 13, 2026	December 17, 2025	January 6

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

HOW MUCH FOR AN ADVERTISEMENT?

- \$1155** Premium banner 
- \$945** Top priority banner 
- \$735** Standard banner 
- \$1155** Premium Tile 
- \$945** Top priority tile 
- \$735** Standard tile 

- \$1575** Website wrap (2 weeks)*
(VIEWABLE ON DESKTOP)
- \$2625** Website wrap (1 month)*
(VIEWABLE ON DESKTOP)

All costs are per month and bookings are subject to availability

Additional options

- \$420** e-newsletter banner
- \$630** priority e-newsletter banner

HORT NEWS & WINEGROWER OPTIONS AVAILABLE

*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

ONLINE METRICS...

- 110,928 page views*
- 85,148 sessions*
- 6493 Facebook followers
- 3970 Twitter followers

* 6 MONTH AVERAGE

HOME RURAL NEWS DAIRY NEWS NZ WINEGROWER SUBSCRIBE ADVERTISE CONTACT
Enter search query



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 agri-businesswoman 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.



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.



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)

Premium tile (fixed position)

Top priority tile (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 Group 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.

Standard tile (rotates position)

WORLD



More money from milk than milk from money
Building an Australian dairy industry that is sustainable and profitable should assure 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 Fonterra'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...

Standard banner (rotates position)

Premium tile (fixed position)

Top priority tile (fixed position)

NEWSLETTER

SUBSCRIBE TO OUR  **RURAL NEWS DAIRY NEWS** WEEKLY NEWSLETTER

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

