

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.

WE CAN PACKAGE DEALS TO SUIT YOUR NEEDS INCLUDING:

- ✓ North or South Island only placement
- ✓ Rural Trader
- ✓ Field day features
- ✓ Preferred positions
- ✓ Inserts

TO REACH THE WIDEST FARMER AUDIENCE, CONTACT OUR TEAM

AUCKLAND sales representative

STEPHEN POLLARD

Tel: 021-963 166

Email: stephenp@ruralnews.co.nz

WAIKATO & WELLINGTON sales representative

LISA WISE

Tel: 027-369 9218

Email: lisaw@ruralnews.co.nz

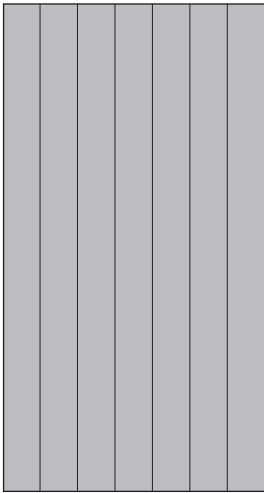
SOUTH ISLAND sales representative

KAYE SUTHERLAND

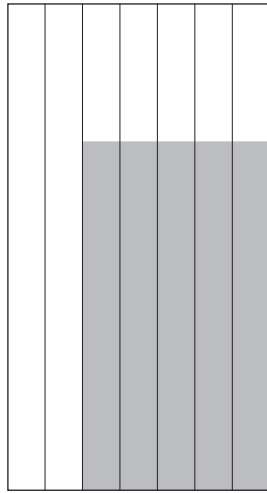
Tel: 021-221 1994

Email: kayes@ruralnews.co.nz

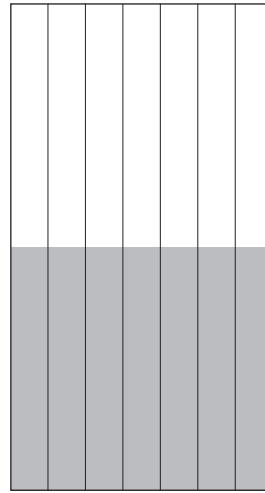
EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)



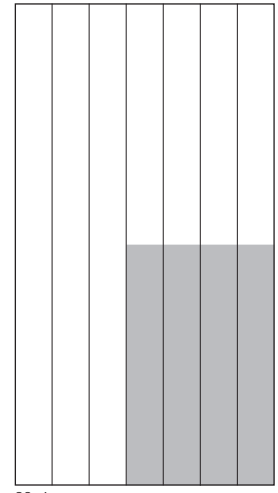
39x7 - full page advert
390mm deep x 265mm wide



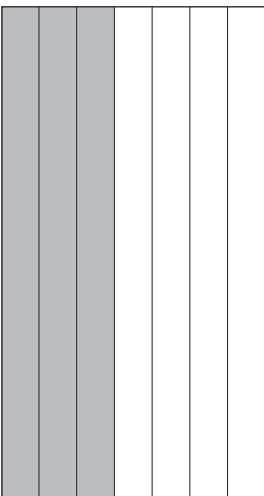
28x5 - half page portrait advert
280mm deep x 187mm wide



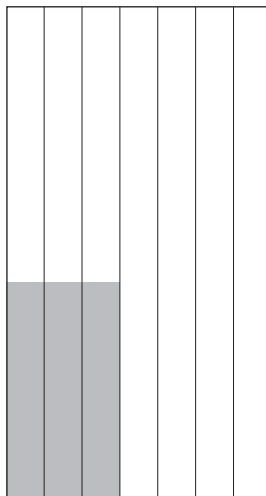
20x7 - half page landscape advert
200mm deep x 265mm wide



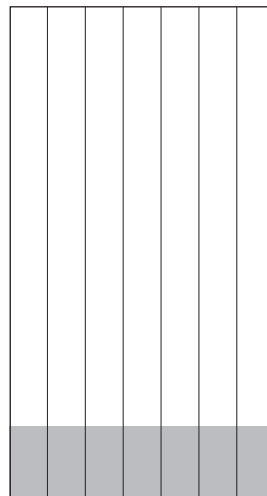
20x4
200mm deep x 148mm wide



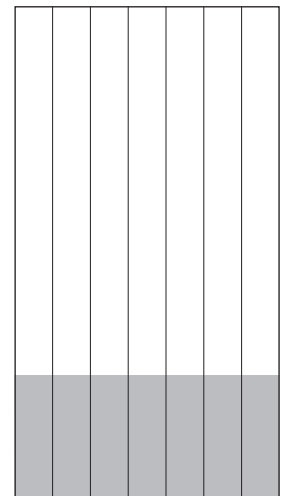
39x3
390mm deep x 110mm wide



16x3
160mm deep x 110mm wide



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



10x7
100mm deep x 265mm wide

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)

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, pdf 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.

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

