

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:

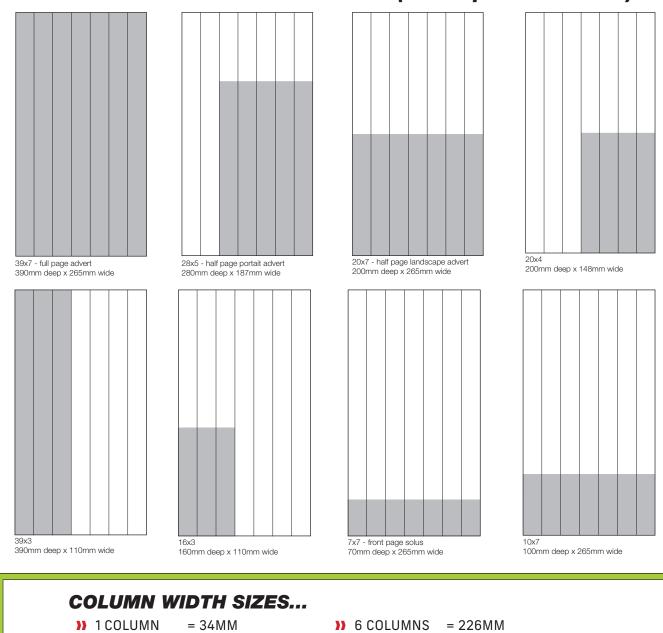
- ✓ North or South Island only placement
- ✓ Rural Trader
- ✓ Field day features
- ✓ Preferred positions
- ✓ Inserts

TO REACH THE WIDEST FARMER AUDIENCE, CONTACT OUR TEAM





EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)



- 7 COLUMNS = 265MM
- DOUBLE PAGE SPREAD 542MM WIDE (ALLOWS FOR 12MM GUTTER)
-

5 COLUMNS = 187MM

= 72MM

= 110MM

= 148MM

MATERIAL SPECIFICATIONS...

2 COLUMNS

3 COLUMNS

A COLUMNS

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 RequirementsAdverts 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

LURAL 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 OUOTED ARE EXCLUSIVE OF **GST AND PRODUCTION.**



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



 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

Hort focus

fuel, says

- 8



Spark rolls out rural wireless broadband service

erk has officially launc ich they say will give r iable and fast interest

Food Show on a Mission nd City Mission, which will see the charity nor a leftover product at the end of the event.

Top priority banner (fixed position)



NATIONAL

Industry reform not more marketing 81



Alliance sharehold resolution received

10 point' plan ediate attention to th ent '10 point plan' fo enter awards

Breathing easier at the bank

mers supprying Fonterra's Wagga wag tory in the NSW Riverina have been off Earlier milk price call from Oz farmers

casts of sea ier for

Oz dairying attracts big-ticket buyers The latest Dairy Australia National Dairy Farmer Survey (NDFS) shows farmers many regions investing, or planning to i





VEEKLY NEWSLETTER

WORLD



ble and Hard-nosed grocery firms ganging up on Oz 'big two'

Standard banner (rotates position)