

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

MEDIA KIT 2026



RURAL NEWS GROUP

RURAL NEWS

- » Published twice a month
- » 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 74,000 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

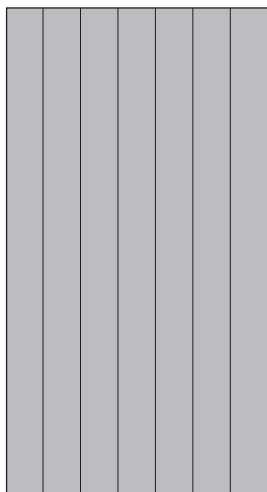
SOUTH ISLAND sales representative

KAYE SUTHERLAND

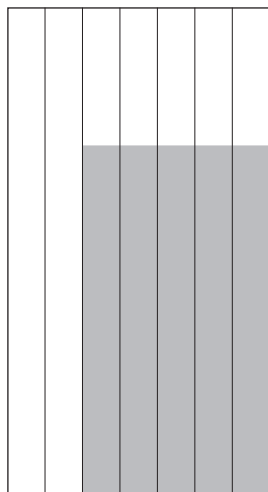
Tel: 021-221 1994

Email: kayes@ruralnews.co.nz

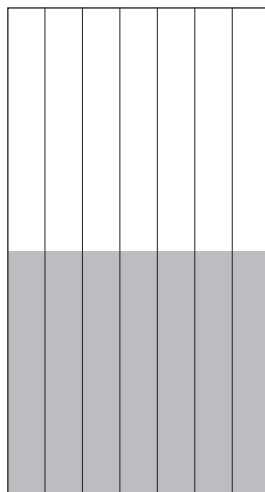
EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)



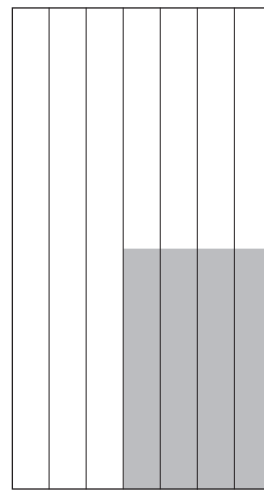
39x7 - full page advert
390mm deep x 265mm wide



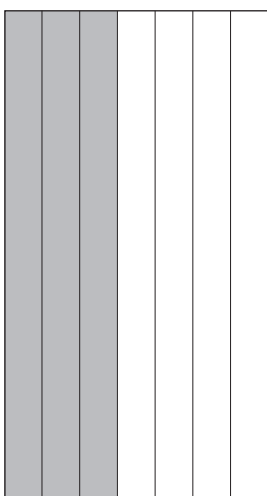
28x5 - half page portrait advert
280mm deep x 187mm wide



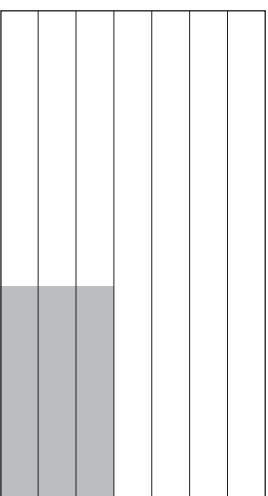
20x7 - half page landscape advert
200mm deep x 265mm wide



20x4
200mm deep x 148mm wide



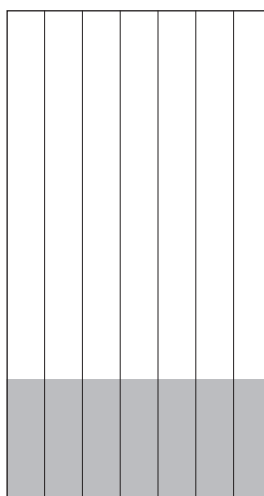
39x3
390mm deep x 110mm wide



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 | » 6 COLUMNS = 226MM |
| » 2 COLUMNS = 72MM | » 7 COLUMNS = 265MM |
| » 3 COLUMNS = 110MM | » DOUBLE PAGE SPREAD 542MM WIDE |
| » 4 COLUMNS = 148MM | (ALLOWS FOR 12MM GUTTER) |
| » 5 COLUMNS = 187MM | |

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 2026...

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
842	January 13	December 17, 2025	January 6
843	January 27	January 14	January 20
844	February 10	January 28	February 3
845	February 24	February 11	February 17
846	March 10	February 25	March 3
847	March 24	March 11	March 17
848	April 7	March 25	March 31
849	April 21	April 8	April 14
850	May 5	April 22	April 28
851	May 19	May 6	May 12
852	June 2	May 20	May 26
853	June 16	June 3	June 9
854	July 7	June 24	June 30
855	July 21	July 8	July 14
856	August 4	July 22	July 28
857	August 18	August 5	August 11
858	September 1	August 19	August 25
859	September 15	September 2	September 8
860	October 6	September 23	September 29
861	October 20	October 7	October 13
862	November 3	October 21	October 27
863	November 17	November 4	November 10
864	December 1	November 18	November 24
865	December 15	December 2	December 8
866	January 12, 2027	December 16, 2026	January 5, 2027

TO ALL FARMERS. FOR ALL FARMERS

Answer 3 short Questions and...

be in to WIN

