BURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS



RURAL NEWS

- >> Published twice a month
- Large A3 tabloid format
- Property 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)
- Dirculation 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

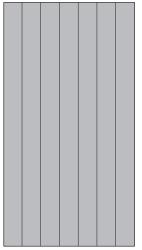
WAIKATO & WELLINGTON sales representative

LISA WISE Tel: 027-369 9218 Email: lisaw@ruralnews.co.nz

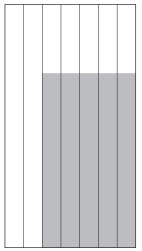
SOUTH ISLAND sales representative

KAYE SUTHERLAND Tel: 021-221 1994 Email: kayes@ruralnews.co.nz

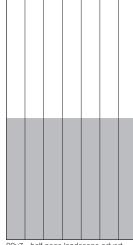
EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)



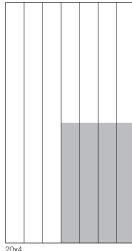
39x7 - full page advert 390mm deep x 265mm wide



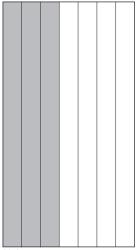
28x5 - half page portait advert 280mm deep x 187mm wide



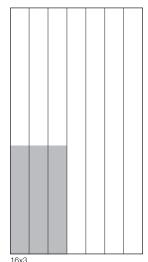
20x7 - half page landscape advert 200mm deep x 265mm wide



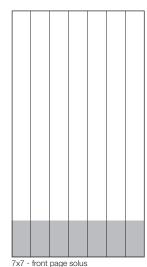
200mm deep x 148mm wide



39x3 390mm deep x 110mm wide



160mm deep x 110mm wide



70mm deep x 265mm wide



100mm deep x 265mm wide

COLUMN WIDTH SIZES...

-)) 1 COLUMN = 34 MM
-) 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 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 |
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RURAL NEWS

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.

RURAL NEWS GROUP

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- PO Box 331100, Takapuna, Auckland 0740
- Ph: 09 307 0399 Fax: 09 307 0122
- Email editorial: editor@ruralnews.co.nz
- · Email production: beckyw@ruralnews.co.nz

ONLINE **METRICS...**

- 82,293 page views*
 - 59,561 sessions*
- 8498 Facebook followers
 - 4032 X followers

* 12 MONTH AVERAGE

HOME RURAL NEWS DAIRY NEWS NZ WINEGROWER SUBSCRIBE ADVERTISE CONTACT



RURAL NEWS GROUP

Premium banner (fixed position)

Premium tile

(fixed position)

NATIONAL WORLD OPINION AGRIBUSINESS MANAGEMENT FARM HEALTH MACHINERY & PRODUCTS MOTORING RURAL LIFE MARKETS PODCASTS



Spark rolls out rural wireless broadband

service

Food Show on a Mission

Top priority banner (fixed position)

Consumers are 'taking a big bite out of the Earth'

Teaser bull leaser bags top

Changes to health ar

Top priority tile

(fixed position)

THE HOUND



Nice drop!

Standard tile (rotates position)

ENEWSLETTER





NATIONAL



Industry reform not more marketing



Alliance sharehold

Potato expert praises NZ research

Government needs to heed

10 point' plan

Trust encourages farmers to enter awards





Hard-nosed grocery

firms ganging up on Oz 'big two'

Standard banner (rotates position) Breathing easier at the bank

Earlier milk price call from Oz farmers

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