

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

2022 MEDIA KIT

With a circulation of 79,553 (ABC audit) Rural News has the highest circulation of any rural title in New Zealand and is delivered free to:

- All Rural Delivery boxes on commercial farms in New Zealand.
- All private bags and P.O. boxes of the large commercial/corporate farms.
- All members of the Rural Contractor's Association.
- Rural News is published every fortnight

Content:

- Rural News has a reader-first editorial approach.
- It is well resourced with a nationwide team of expert rural journalists.
- A quality high integrity environment.
- A strong on-farm focus.

Sections include:

- News
- Markets
- Agribusiness
- Opinion
- Management
- Animal Health
- Machinery and Products



facebook.com/ruralnews



twitter.com/Rural_News

“Rural newspapers and magazines are the number one resource for farmers and growers when looking for information, new ideas, or advice for all their farming materials, machinery and infrastructure requirements.”

– (Nielsen 2016 Rural Survey)

RURAL NEWS IS 100% NEW ZEALAND OWNED

ADVERTISING RATES

2022 ADVERTISING RATES PER COL CM

All rates include four colour and exclude GST

	Cms	Cols	Col cms	Casual	3+ Inserts	6+ Inserts	12+ Inserts
Double Page Spread	39	14	546				\$17.50
Double Half Page	28	10	280				\$20.62
Full Page	39	7	273	\$22.50	\$21.87	\$21.25	\$20.62
More 100 col cms eg:	28	5	140	\$23.75	\$23.12	\$22.50	\$21.87
Less 100 col cms eg:	5	2	10	\$25.00	\$24.37	\$23.75	\$23.12

Casual rate \$25.00 per col cm

North Island \$18.00 per col cm (minimum size applies)

South Island \$13.00 per col cm (minimum size applies)

Show Features North, Central, Southern, \$12.00 per col cm

Rural Trader \$14.00 per col cm

Inserts On Application

Preferred Positions Plus 25%

Special Positions On Application eg: Page 1 Solus, Page 3, Markets, Hound, etc.

CONTACT OUR TEAM

Auckland Sales:

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Waikato Sales:

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South Island Sales:

Kaye Sutherland

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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.

Column Size

- 1 column = 34mm
- 2 columns = 72mm
- 3 columns = 110mm
- 4 columns = 148mm
- 5 columns = 187mm
- 6 columns = 226mm
- 7 columns = 265mm
- Double Page Spread adverts should add 12mm for the gutter = 542mm.

NB: Adverts that have been typeset by production not yet paid for by the client become property of Rural News Group. Any forwarding of these adverts to other publishing houses will incur a minimum cost of \$50 unless already supplied by the client.

Typesetting

The Rural News Group production system is Macintosh based. Adverts that require typesetting may incur production charges and, if required, should be supplied with appropriate artwork or logos. For reproduction purposes artwork should not be faxed through for typesetting.

Top 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



RURAL NEWS GROUP

PUBLISHING DATES, DEADLINES 2022

Issue	Publishing Date	Booking Deadline	Material Deadline
742	January 18	December 22, 2021	January 11
743	February 1	January 19	January 25
744	February 15	February 2	February 8
745	March 1	February 16	February 22
746	March 15	March 2	March 8
747	March 29	March 16	March 22
748	April 12	March 30	April 5
749	April 26	April 13	April 19
750	May 10	April 27	May 3
751	May 24	May 11	May 17
752	June 7	May 25	May 31
753	June 21	June 8	June 14
754	July 5	June 22	June 28
755	July 19	July 6	July 12
756	August 2	July 20	July 26
757	August 16	August 3	August 9
758	August 30	August 17	August 23
759	September 13	August 31	September 6
760	September 27	September 14	September 20
761	October 11	September 28	October 4
762	October 25	October 12	October 18
763	November 8	October 26	November 1
764	November 22	November 9	November 15
765	December 6	November 23	November 29
766	December 20	December 7	December 13
767	January 17	December 14	January 10

*2023



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ONLINE ADVERTISING

Advertisements booked with Rural News Group online appear on every page of two websites within the group, covering all farming sectors:

Rural News, Dairy News

What Can I Get?*

60,000 Page Impressions (average per month)

45,000 Visits (55% from mobile)* (per month averaged over a year)

5362 e-newsletter subscribers (weekly e-newsletter advertisements only)

*average per month over a year

How Much for an advertisement?

- **\$1100** Premium banner
(viewable on desktop, tablet and mobile)
- **\$900** Top priority banner
(viewable on desktop, tablet and mobile)
- **\$700** Standard banner
(viewable on desktop, tablet and mobile)
- **\$900** Top priority tile
(viewable on desktop, tablet and mobile)
- **\$700** Standard tile
(viewable on desktop, tablet and mobile)

All costs are per month and bookings are subject to availability

Additional options

- \$400** e-newsletter banner
- \$600** e-newsletter banner
- \$1500** Website wrap (2 weeks)*
(viewable on desktop)
- \$2500** Website wrap (1 month)*
(viewable on desktop)

Note: There is a 25% discount for tiles or banners than run in conjunction with a website wrap.

*An example of the website wrap can be seen on our advertise page

All our prices quoted are exclusive of GST and Production.

The screenshot displays the Rural News Group website with several advertising options highlighted by colored boxes:

- Premium banner (fixed position):** Indicated by an orange box at the top of the page.
- Top priority tile (fixed position):** Indicated by a yellow box on the right side of the page.
- Standard banner (rotates position):** Indicated by a blue box at the bottom of the page.

The website content includes sections for 'FEATURED', 'NATIONAL', 'WORLD', and 'E-NEWSLETTER'. The 'FEATURED' section highlights stories like 'Teaser bull leaser bags top award' and 'Spark rolls out rural wireless broadband service'. The 'NATIONAL' section includes 'Industry reform not more marketing' and 'Potato expert praises NZ research'. The 'WORLD' section features 'More money from milk than milk from money' and 'Breathing easier at the bank'.



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