

DAIRY NEWS

2020 MEDIA KIT

With a circulation of 26,510 (ABC audit) Dairy News has the highest circulation of any dairy publication in New Zealand and is delivered free to:

- All households on dairy farms in New Zealand via their Rural Delivery boxes.
- All dairy farm private bags and P.O. Boxes.
- Dairy News is published every fortnight.

Content:

- Dairy 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
- 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)

DAIRY NEWS IS 100% NEW ZEALAND OWNED

ADVERTISING RATES

2020 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				\$11.90
Double Half Page	28	10	280				\$13.60
Full Page	39	7	273	\$15.30	\$14.87	\$14.45	\$13.60
More than 100 col cms	28	5	140	\$16.15	\$15.73	\$15.30	\$14.87
Less than 100 col cms	5	2	10	\$17.00	\$16.57	\$16.15	\$15.72

Casual Rate \$17.00 per col cm

Inserts On Application

Preferred Positions Plus 25%

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

CONTACT OUR TEAM

Auckland Sales:

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SPECIFICATIONS

PRINTING DETAILS

- Web – offset
- Digital photos supplied should have resolution of no less than 200 pixels/ inch
- **Full page print area**
390mm deep x 265mm wide
- **Bleed adverts should measure**
410mm deep x 290mm wide.
- **Trim size is**
400mm deep x 280mm wide.
Please do not put crop marks on bleed adverts

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 may incur a minimum cost of \$50 unless already supplied by the client.

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 coloured 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 of graphics supplied 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

TYPESETTING

The Rural News Group production system is Apple Mac 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.

Issue	Publishing Date	Booking Deadline	Material Deadline	Year
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GETTING THE BASICS RIGHT

19	January 7	November 20	December 3	2020
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DAIRY NEWS

438	January 21	January 8	January 14	
439	February 4	January 22	January 28	
440	February 18	February 5	February 11	
441	March 3	February 19	February 25	
442	March 17	March 4	March 10	
443	March 31	March 18	March 24	
444	April 14	April 1	April 7	
445	April 28	April 15	April 21	
446	May 12	April 29	May 5	
447	May 26	May 13	May 19	
448	June 9	May 27	June 2	
449	June 23	June 10	June 16	
450	July 7	June 24	June 30	
451	July 21	July 8	July 14	
452	August 4	July 22	July 28	
453	August 18	August 5	August 11	
454	September 1	August 19	August 25	
455	September 15	September 2	September 8	
456	September 29	September 16	September 22	
457	October 13	September 30	October 6	
458	October 27	October 14	October 20	
459	November 10	October 28	November 3	
460	November 24	November 11	November 17	
461	December 8	November 25	December 1	
462	January 19	December 9	January 12	2021

RURAL NEWS GROUP

Top Floor, 29 Northcote Street, Takapuna 0622, Auckland.
 PO Box 331100, Takapuna, Auckland 1140.
 PHONE 09 307 0399 • FAX 09 307 0122
 Email editorial: editor@ruralnews.co.nz
 Email production: davef@ruralnews.co.nz



RURAL NEWS GROUP

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 a navigation bar at the top containing links: HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is located on the right. The main content area is divided into several sections:

- FEATURED:** Includes a large image of a cow in a field with a laptop, and several text-based articles with small images, such as 'Teaser bull leaser bags top award', 'Hort focus on global', 'Consumers are taking a big bite out of the Earth', 'Changes to health and safety reforms sensible', 'Food Show on a Mission', 'Industry reform not more marketing', 'Alliance shareholder resolution received', 'Potato expert praises NZ research', 'Government needs to heed '10 point' plan', and 'Trust encourages farmers to enter awards'.
- NATIONAL:** Includes articles like 'More money from milk than milk from money' and 'Hard-nosed grocery firms ganging up on Oz big two'.
- WORLD:** Includes an article 'Breathing easier at the bank'.
- ADVERTISING PLACEMENTS:** Several colored boxes indicate where ads can be placed:
 - Premium banner (fixed position):** A large orange box at the top right.
 - Top priority banner (fixed position):** A purple box below the featured section.
 - Standard banner (rotates position):** A blue box at the bottom.
 - Top priority tile (fixed position):** A yellow box on the right side.
 - Standard tile (rotates position):** A green box on the right side.
- NEWSLETTER:** A red box at the bottom right with a 'SUBSCRIBE TO OUR' button and a 'WEEKLY NEWSLETTER' label.
- THE HOUND:** A section on the right side featuring a dog and the text 'West heads west'.
- LATEST PRINT ISSUES ONLINE:** A section on the right side showing thumbnails of print issues.
- VISIT ARCHIVES:** A red button on the right side.
- Answer 3 short Questions and... be in to WIN:** A promotional graphic at the bottom right.



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• Ph: 09 307 0399 • Fax: 09 307 0122

Email editorial: editor@ruralnews.co.nz

• Email production: davef@ruralnews.co.nz