

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

2021 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

2021 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

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South Island Sales:

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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 2021

| Issue | Publishing Date | Booking Deadline | Material Deadline |
|-------|-----------------|------------------|-------------------|
| 717 | January 12 | December 16 | January 5 |
| 718 | January 26 | January 13 | January 19 |
| 719 | February 9 | January 27 | February 2 |
| 720 | February 23 | February 10 | February 16 |
| 721 | March 9 | February 23 | March 2 |
| 722 | March 23 | March 10 | March 16 |
| 723 | April 6 | March 24 | March 30 |
| 724 | April 20 | April 7 | April 13 |
| 725 | May 4 | April 21 | April 27 |
| 726 | May 18 | May 5 | May 11 |
| 727 | June 1 | May 19 | May 25 |
| 728 | June 15 | June 2 | June 8 |
| 729 | June 29 | June 16 | June 22 |
| 730 | July 13 | June 30 | July 6 |
| 731 | July 27 | July 14 | July 20 |
| 732 | August 10 | July 28 | August 3 |
| 733 | August 24 | August 11 | August 17 |
| 734 | September 7 | August 25 | August 31 |
| 735 | September 21 | September 8 | September 14 |
| 736 | October 5 | September 22 | September 28 |
| 737 | October 19 | October 6 | October 12 |
| 738 | November 2 | October 20 | October 26 |
| 739 | November 16 | November 3 | November 9 |
| 740 | November 30 | November 17 | November 23 |
| 741 | December 14 | December 1 | December 7 |
| 742 | January 11 | December 15 | January 4 |

*2021



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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 interface. At the top, there's a navigation bar with links: HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, CONTACT. A search bar is on the right. Below the navigation bar, the main content area is divided into sections. On the left, there's a 'FEATURED' section with articles like 'Teaser bull leaser bags top award' and 'Spark rolls out rural wireless broadband service'. In the center, there's a 'Top priority banner (fixed position)' placeholder. On the right, there's a 'Premium banner (fixed position)' placeholder. Below the featured section, there's a 'NATIONAL' section with articles like 'Industry reform not more marketing' and 'Potato expert praises NZ research'. At the bottom, there's a 'WORLD' section with articles like 'More money from milk than milk from money' and 'Breathing easier at the bank'. On the far right, there's a 'LATEST PRINT ISSUES ONLINE' section with thumbnails for 'RURAL NEWS', 'DAIRY NEWS', and 'WINEGROWER'. Below that, there's a 'VISIT ARCHIVES' section and a 'THE HOUND' section. At the very bottom, there's a 'NEWSLETTER' section with a 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER' button and a 'be in to WIN' banner.



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