

HORTNEWS

MEDIA KIT

2025



RURAL NEWS GROUP

HORT NEWS

- » Bi-monthly
- » Large A3 size
- » Incorporated in Rural News
- » Circulation 76,500
- » Readership 170,000 (Nielsen CMI Survey)
- » Sent to all hort regions
- » Trusted and influential journalism
- » Published by Rural News Group, NZ owned and in business for over 35 years.



Publishing Dates, Deadlines 2025...

| DATES | ISSUE | PUBLISHING DATES | BOOKING DEADLINE | MATERIAL DEADLINE |
|----------|-------|------------------|------------------|-------------------|
| February | 47 | February 11 | January 29 | February 4 |
| April | 48 | April 8 | March 26 | April 1 |
| June | 49 | June 3 | May 21 | May 27 |
| August | 50 | August 12 | July 30 | August 5 |
| October | 51 | October 7 | September 24 | September 30 |
| December | 52 | December 2 | November 19 | November 25 |

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

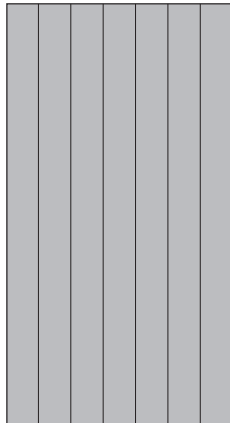
SOUTH ISLAND sales representative

KAYE SUTHERLAND

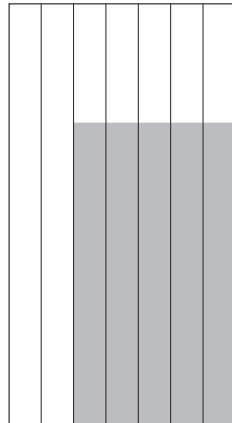
Tel: 021-221 1994

Email: kayes@ruralnews.co.nz

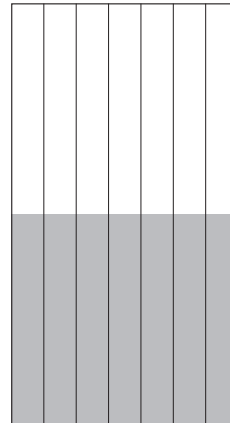
EXAMPLE RUN OF PAPER ADVERT SIZES (other options available)



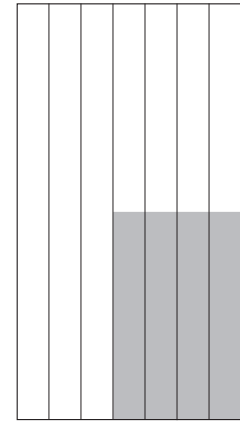
39x7 - full page advert
390mm deep x 265mm wide



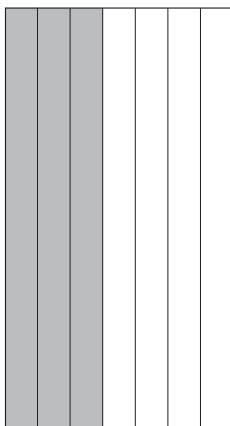
26x5 - half page portrait advert
260mm deep x 187mm wide



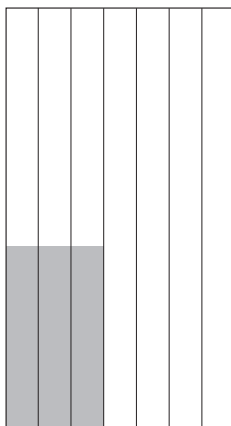
20x7 - half page landscape advert
200mm deep x 265mm wide



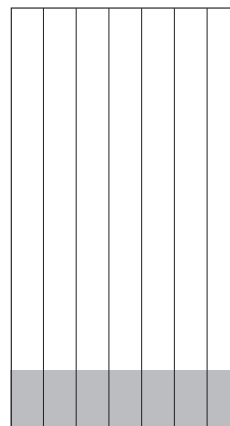
20x4
200mm deep x 148mm wide



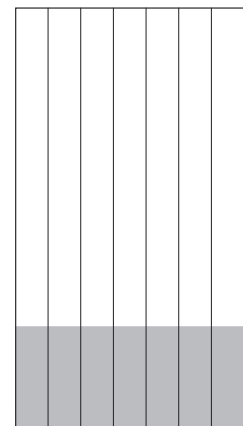
39x3
390mm deep x 110mm wide



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
- » 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)

HORTNEWS

Online Advertising Options...

HOW MUCH FOR AN ADVERTISEMENT?

| | | |
|---------------|--|---|
| \$600 | Premium banner |  |
| \$500 | Top priority banner |  |
| \$350 | Standard banner |  |
| \$600 | Premium tile |  |
| \$500 | Top priority tile |  |
| \$350 | Standard tile |  |
| \$800 | Website wrap (2 weeks)* (VIEWABLE ON DESKTOP) | |
| \$1400 | Website wrap (1 month)* (VIEWABLE ON DESKTOP) | |

All costs are per month and bookings are subject to availability

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

ALL OUR PRICES QUOTED ARE EXCLUSIVE OF GST AND PRODUCTION.



RURAL NEWS GROUP

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The screenshot shows the Rural News Group website with a navigation bar at the top containing links like HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. Below the navigation bar is a search bar and a 'Premium banner (fixed position)' advertisement. The main content area features several articles with images and headlines, including 'Teaser bull leaser bags top award', 'Hort focus on global', 'Spark rolls out rural wireless broadband service', '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', 'Trust encourages farmers to enter awards', 'More money from milk than milk from money', 'Hard-nosed grocery firms ganging up on Oz', 'Breathing easier at the bank', 'Earlier milk price call from Oz farmers', and 'Oz dairying attracts big-ticket buyers'. On the right side, there are additional advertisements for 'Premium tile (fixed position)', 'Top priority tile (fixed position)', 'West heads west', 'Nice drop!', 'Standard tile (rotates position)', 'NEWSLETTER', 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER', and 'Answer 3 short Questions and... be in to WIN'.

