

DAIRY NEWS

MEDIA KIT

2023



RURAL NEWS GROUP

DAIRY NEWS

- » Published fortnightly
- » Large A3 tabloid format
- » Circulation of 25,400 sent to:
- » All RD boxes on all DAIRY 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.



Contact our team...

Auckland sales:

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Waikato sales:

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Wellington sales:

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South Island sales:

KAYE SUTHERLAND

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• E: 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.
- » 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.

Advertising rates...

	CM	Cols	Col Cm	Casual	3+Inserts	6+Inserts	12+Inserts
Double page spread	39	14	546				\$13.58
Double Half Page portrait	28	10	280				\$16.15
Double Half Page landscape	20	14					
Full Page	39	7	273	\$17.46	\$17.02	\$16.59	\$16.15
More than 100 col cm, e.g.	28	5	140	\$18.43	\$17.97	\$17.51	\$17.05
Less than 100 col cm, e.g.	5	2	10	\$19.40	\$18.92	\$18.43	\$17.95

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)

Casual rate = \$19.40 per col cm

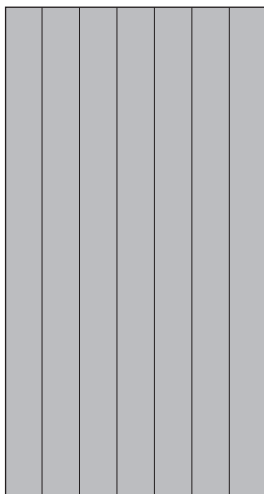
Inserts on application

Preferred positions plus 25%

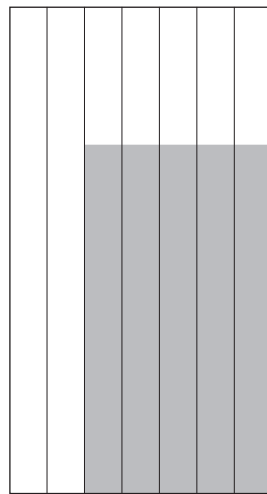
Special positions on application, eg: Page 1 solus,
Page 3, Back Page, etc

All prices quoted exclude GST

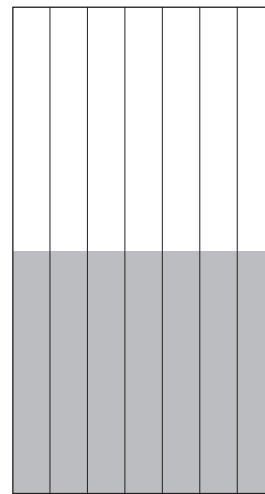
Run of Paper Advert Sizes – a few generic examples...



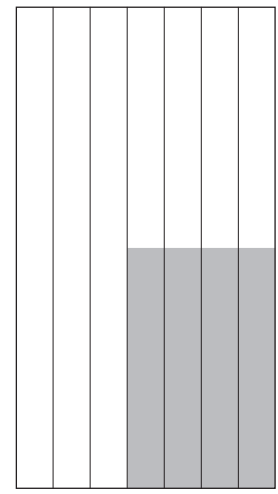
39x7 - full page advert
390mm deep x 265mm wide



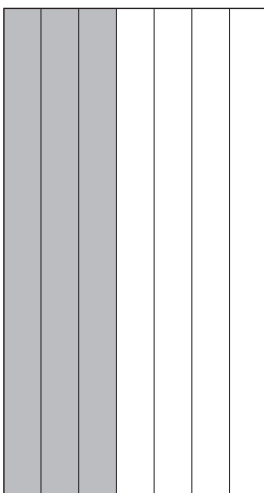
28x5 - half page portrait advert
280mm deep x 187mm wide



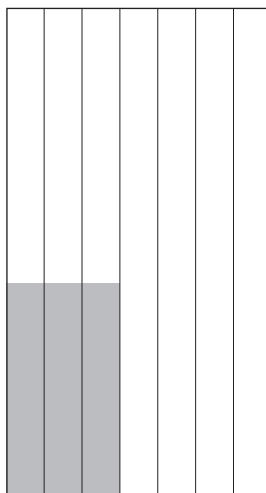
20x7 - half page landscape advert
200mm deep x 265mm wide



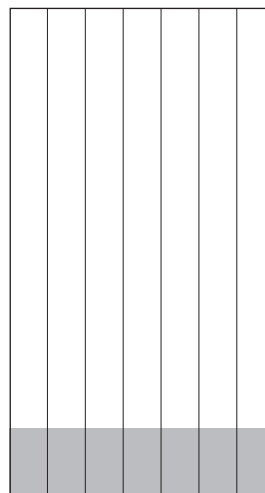
20x4
200mm deep x 148mm wide



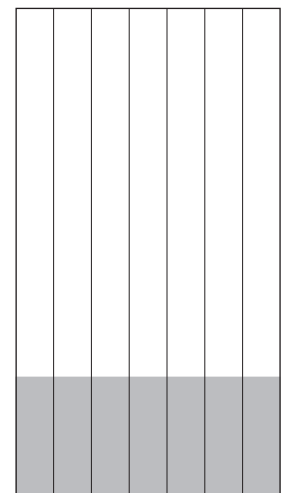
39x3
390mm deep x 110mm wide



16x3
160mm deep x 110mm wide



7x7 - front page solus
70mm deep x 265mm wide



10x7
100mm deep x 265mm wide

DAIRY NEWS

Publishing Dates, Deadlines 2023...

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
510	January 24	December 21	January 17
511	February 7	January 25	January 31
512	February 21	February 8	February 14
513	March 7	February 22	February 28
514	March 21	March 8	March 14
515	April 4	March 22	March 28
516	April 18	April 5	April 11
517	May 2	April 19	April 25
518	May 16	May 3	May 9
519	May 30	May 17	May 23
520	June 13	May 31	June 6
521	June 27	June 14	June 20
522	July 11	June 28	July 4
523	July 25	July 12	July 18
524	August 8	July 26	August 1
525	August 22	August 9	August 15
526	September 5	August 23	August 29
527	September 19	September 6	September 12
528	October 3	September 20	September 26
529	October 17	October 4	October 10
530	October 31	October 18	October 24
531	November 14	November 1	November 7
532	Nocember 28	November 15	November 21
533	December 12	November 29	December 5
534	January 23, 2024	December 20	January 16, 2024

GETTING THE BASICS RIGHT

22	January 8, 2024	November 22, 2023	December 6, 2023
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DAIRY NEWS

HOW MUCH FOR AN ADVERTISEMENT?

\$1000 Premium banner

\$800 Top priority banner

\$600 Standard banner

\$800 Top priority tile

\$600 Standard tile

\$1350 Website wrap (2 weeks)*
(VIEWABLE ON DESKTOP)

\$2250 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 QUOTED ARE EXCLUSIVE OF
GST AND PRODUCTION.**



RURAL NEWS GROUP

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- Email editorial: editor@ruralnews.co.nz
- Email production: davef@ruralnews.co.nz

ONLINE METRICS...

- 52,251 page views*
- 38,779 sessions*
- 8217 Facebook followers
- 2500 Twitter followers

* ANNUALISED 12 MONTH AVERAGE

