

DAIRY NEWS

MEDIA KIT

2024



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:

STEPHEN POLLARD • Tel: 021-963 166 • E: stephenp@ruralnews.co.nz

Waikato sales:

LISA WISE • Tel: 027-369 9218 • E: lisaw@ruralnews.co.nz

Wellington sales:

RON MACKAY • Tel: 021-453 914 • E: ronm@ruralnews.co.nz

South Island sales:

KAYE SUTHERLAND • Tel: 021-221 1994 • 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

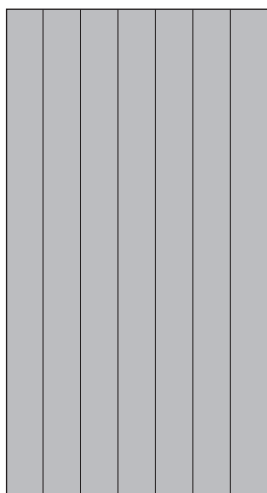
Inserts on application

Preferred positions plus 25%

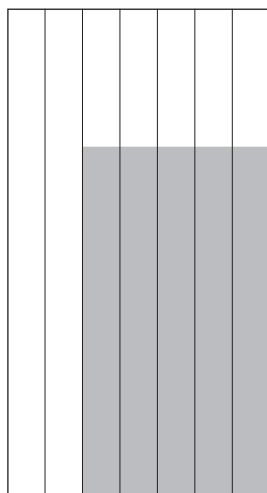
Special positions on application, eg: Page 1 solus,
Page 3, Back Page, etc

All prices quoted exclude GST

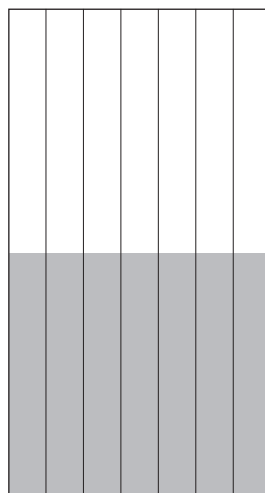
Run of Paper Advert Sizes – a few generic examples...



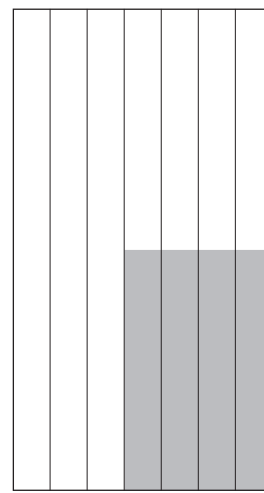
39x7 - full page advert
390mm deep x 265mm wide



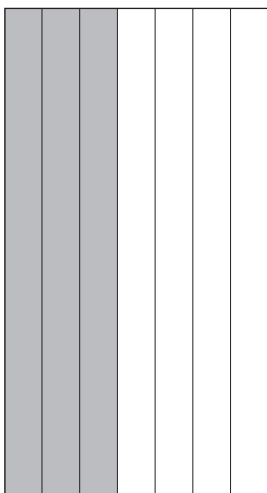
28x5 - half page portrait advert
280mm deep x 187mm wide



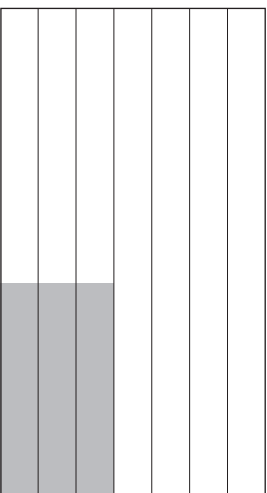
20x7 - half page landscape advert
200mm deep x 265mm wide



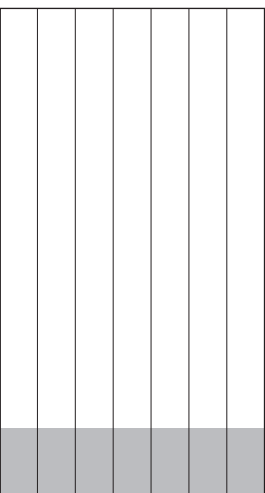
20x4
200mm deep x 148mm wide



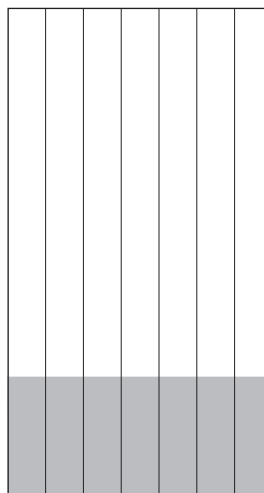
39x3
390mm deep x 110mm wide



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 2024...







ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
534	January 23	January 10	January 16
535	February 6	January 24	January 30
536	February 20	February 7	February 13
537	March 5	February 21	February 27
538	March 19	March 6	March 12
539	April 2	March 20	March 26
540	April 16	April 3	April 9
541	April 30	April 17	April 23
542	May 14	May 1	May 7
543	May 28	May 15	May 21
544	June 11	May 29	June 4
545	June 25	June 12	June 18
546	July 9	June 26	July 2
547	July 23	July 10	July 16
548	August 6	July 24	July 30
549	August 20	August 7	August 13
550	September 3	August 21	August 27
551	September 17	September 4	September 10
552	October 1	September 18	September 24
553	October 15	October 2	October 8
554	October 29	October 16	October 22
555	November 12	October 30	November 5
556	November 26	November 13	November 19
557	December 10	November 27	December 3
558	January 21, 2025	December 18, 2024	January 14, 2025

GETTING THE BASICS RIGHT

23	January 7, 2025	November 27, 2024	December 3, 2024
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DAIRY NEWS

HOW MUCH FOR AN ADVERTISEMENT?

\$1000	Premium banner	
\$800	Top priority banner	
\$600	Standard banner	
\$1000	Premium tile	
\$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

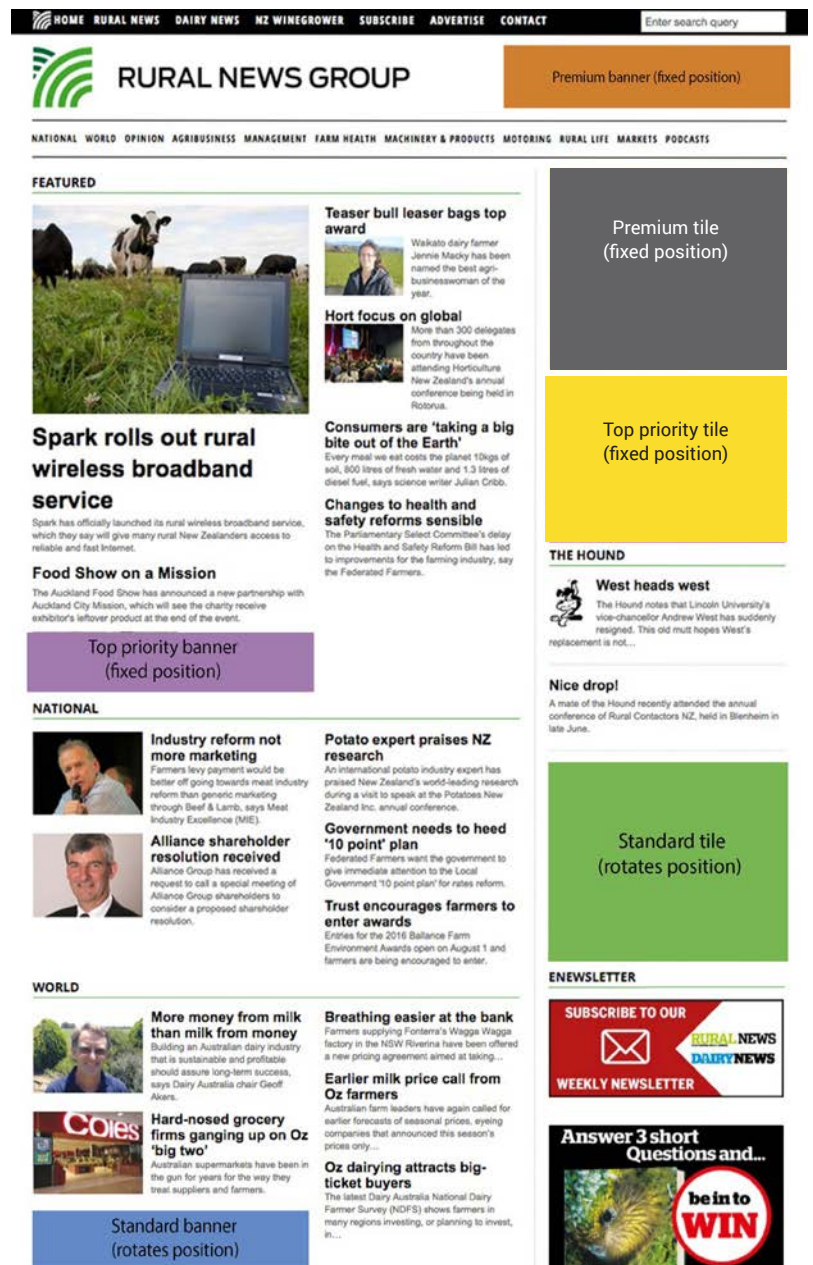
*An example of the website wrap can be seen on our advertise page

ALL OUR PRICES QUOTED ARE
EXCLUSIVE OF
GST AND PRODUCTION.

ONLINE METRICS...

- 89,717 page views*
- 67,948 sessions*
- 8217 Facebook followers
- 2500 Twitter followers

* 6 MONTH AVERAGE



The screenshot displays the Rural News Group website with various advertisement placements. At the top, there's a navigation bar with links like HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. Below this is a search bar. The main content area features several articles with images, such as 'Teaser bull leaser bags top award' and 'Spark rolls out rural wireless broadband service'. On the right side, there are several ad slots labeled: 'Premium banner (fixed position)', 'Premium tile (fixed position)', 'Top priority tile (fixed position)', 'THE HOUND', 'West heads west', 'Nice drop!', 'Standard tile (rotates position)', 'E-NEWSLETTER', 'SUBSCRIBE TO OUR RURAL NEWS DAIRY NEWS WEEKLY NEWSLETTER', and 'Answer 3 short Questions and... be in to WIN'. At the bottom, there's a 'Standard banner (rotates position)'.