

# DAIRY NEWS

## 2022 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](https://facebook.com/ruralnews)

 [twitter.com/Rural\\_News](https://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 Rural Survey)

**DAIRY NEWS IS 100% NEW ZEALAND OWNED**

## ADVERTISING RATES

2022 Advertising Rates Per Col Cm. All rates include four colour and exclude GST

	Cms	Cols	Col cms	Casual	3+ Inserts	6+ Inserts	12+ Inserts
<b>Double Page Spread</b>	39	14	546				\$12.50
<b>Double Half Page</b>	28	10	280				\$14.28
<b>Full Page</b>	39	7	273	\$16.07	\$15.61	\$15.17	\$14.28
<b>More than 100 col cms</b>	28	5	140	\$16.96	\$16.52	\$16.07	\$15.61
<b>Less than 100 col cms</b>	5	2	10	\$17.85	\$17.40	\$16.96	\$16.51

Casual Rate \$17.85 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:

**Stephen Pollard**

Ph 021-963 166

stephenp@ruralnews.co.nz

### Wellington Sales:

**Ron Mackay**

Ph 021-453 914

ronm@ruralnews.co.nz

### Waikato Sales

**Lisa Wise**

Ph 027-369 9218

lisaw@ruralnews.co.nz

### South Island Sales:

**Kaye Sutherland**

Ph 021-221 1994

kayes@ruralnews.co.nz

## 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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### DAIRY NEWS

486	January 25	January 12	January 18	
487	February 8	January 26	February 1	
488	February 22	February 9	February 15	
489	March 8	February 23	March 1	
490	March 22	March 9	March 15	
491	April 5	March 23	March 29	
492	April 19	April 6	April 12	
493	May 3	April 20	April 26	
494	May 17	May 4	May 10	
495	May 31	May 18	May 24	
496	June 14	June 1	June 7	
497	June 28	June 15	June 21	
498	July 12	June 29	July 5	
499	July 26	July 13	July 19	
500	August 9	July 27	August 2	
501	August 23	August 10	August 16	
502	September 6	August 24	August 30	
503	September 20	September 7	September 13	
504	October 4	September 21	September 27	
505	October 18	October 5	October 11	
506	November 1	October 19	October 25	
507	November 15	November 2	November 8	
508	November 29	November 16	November 22	
509	December 13	November 30	December 6	
510	January 24	December 21	January 17	2023

### GETTING THE BASICS RIGHT

21	January 5	November 23	December 6	2023
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#### 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 views\*

50,000 Visits (55% from mobile)\*

4716 e-newsletter subscribers (weekly e-newsletter advertisements only)

\*average per month over a year

### How Much for an advertisement?

- **\$1155** Premium banner (viewable on desktop, tablet and mobile)
- **\$945** Top priority banner (viewable on desktop, tablet and mobile)
- **\$735** Standard banner (viewable on desktop, tablet and mobile)
- **\$945** Top priority tile (viewable on desktop, tablet and mobile)
- **\$735** Standard tile (viewable on desktop, tablet and mobile)

All costs are per month and bookings are subject to availability

### Additional options

- \$420** e-newsletter banner
- \$630** priority e-newsletter banner
- \$1575** Website wrap (2 weeks)\* (viewable on desktop)
- \$2625** 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 a large image of a cow and a laptop, and several text-based articles with small images. On the right, there's a 'Premium banner (fixed position)' area, a 'Top priority tile (fixed position)' area, and a 'Standard tile (rotates position)' area. Below these, there's a 'LATEST PRINT ISSUES ONLINE' section with images of various publications. At the bottom, there's a 'NEWSLETTER' section with a 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER' button and a 'be in to WIN' banner.



**RURAL NEWS GROUP**

Top Floor, 29 Northcroft Street, Takapuna 0622, Auckland

• PO Box 331100, Takapuna, Auckland 0740

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Email editorial: editor@ruralnews.co.nz

• Email production: davef@ruralnews.co.nz