

GETTING THE BASICS

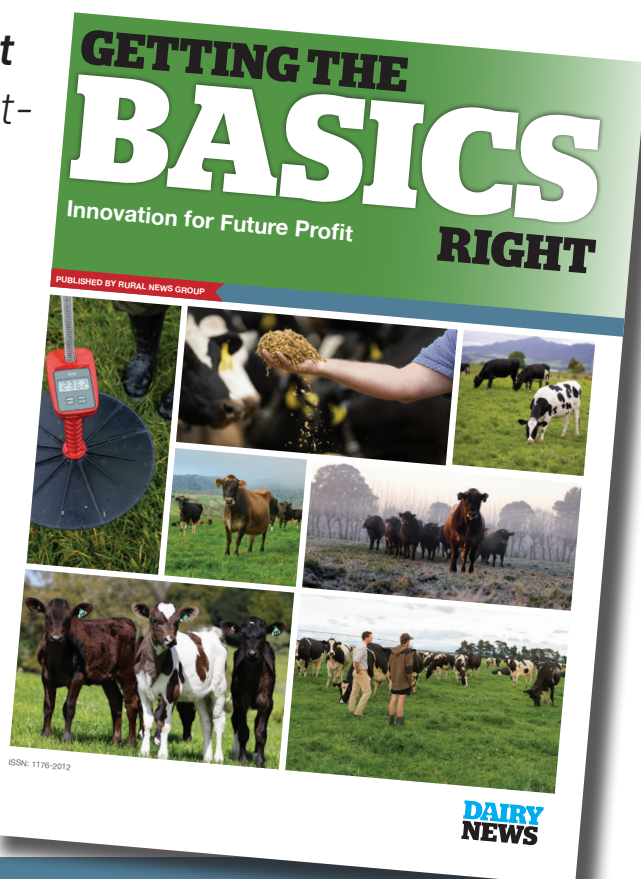
Innovation for Future Profit

RIGHT

2027

For 26 years **Getting the Basics Right** has brought farmers the latest in best-practice farm management thinking, with articles by the best writers & experts in the industry. It's the only free glossy dairy publication that reaches the entire market.

- » DELIVERED TO 24,500 DAIRY FARM R.D.'S
- » FULL COVERAGE DAIRY MAG
- » PROVEN, TRUSTED ENVIRONMENT
- » HIGH QUALITY GLOSS A4 FORMAT
- » ANNUAL WITH A LONG SHELF LIFE
- » COVERS ALL ASPECTS OF DAIRY FARMING



PUBLISHING DATE: 12 January 2027

BOOKING DEADLINE: 18 November 2026

MATERIAL REQUIRED BY: 1 December 2026

Contact our team...

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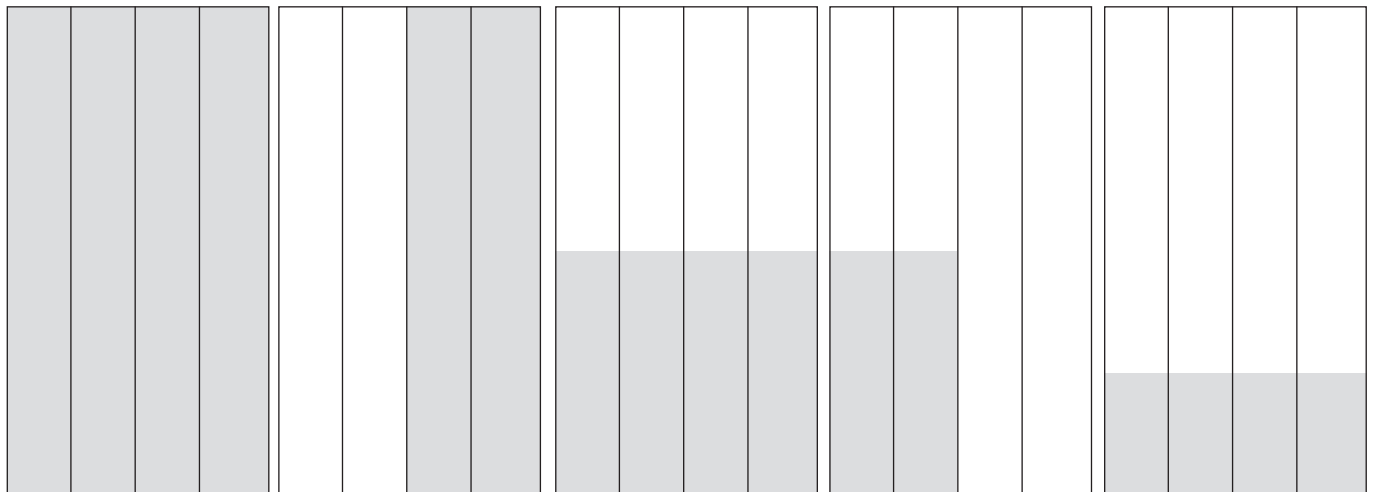
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Advertising rates

	CM	Cols	Depth in mm	Width in mm	Advert Pricing (excludes GST)
Cover Full Page	28	4	280	187	\$3420
Full page run of paper	28	4	280	187	\$2850
Half page portrait	28	2	280	92	\$1710
Half page landscape	14	4	140	187	\$1710
Quarter page portrait	14	2	140	92	\$980
Quarter page landscape	7	4	68	187	\$980
Full Page with bleed	28	4	307	220	POA
Full Page DPS with bleed	28	8	307	430	POA
Full Page DPS image size	28	8	287	410	POA

Advert Size Guidelines



28x4 – full page advert
280mm deep x 187mm wide

28x2 - half page portrait advert
280mm deep x 92mm wide

14x4 - half page landscape advert
140mm deep x 187mm wide

14x2 - quarter page portrait
140mm deep x 92mm wide

7x4 - quarter page landscape
68mm deep x 187mm wide

Material specifications

Printing Details

- » Web – offset
- » Digital photos supplied should have resolution of not less than 200 pixels/inch
- » Full page print area: 280mm deep x 187mm wide

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



RURAL NEWS GROUP

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