

# HORTNEWS

**MEDIA KIT**

**2024**



RURAL NEWS GROUP

# HORT NEWS

- » Published monthly
- » Large A3 format on gloss paper
- » Circulation of 10,000
- » Covers all key hort regions
- » Distributed with Rural News (readership 170,000 – all farmers, 2022 Nielsen Rural CMI Survey)
- » Strong, independent journalism
- » Trusted and influential
- » Published by Rural News Group, NZ owned and in business for over 35 years
- » News, agribusiness, management, markets, machinery and tech.



## Publishing Dates, Deadlines 2024...

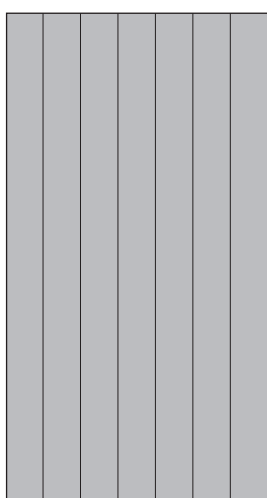
DATES	ISSUE	PUBLISHING DATES	BOOKING DEADLINE	MATERIAL DEADLINE
February	41	February 13	January 31	February 6
March	42	March 12	February 28	March 5
April	43	April 9	March 27	April 2
May	44	May 7	April 24	April 30
June	45	June 4	May 22	May 29
July	46	July 2	June 19	June 25
August	47	August 13	July 31	August 6
September	48	September 10	August 28	September 3
October	49	October 8	September 25	October 1
November	50	November 5	October 23	October 29
December	51	December 3	November 20	November 26

## Column width sizes...

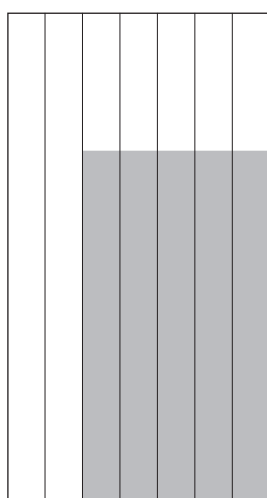
- » 1 column = 34mm
- » 2 columns = 72mm
- » 3 columns = 110mm
- » 4 columns = 148mm
- » 5 columns = 187mm
- » 6 columns = 226mm
- » 7 columns = 265mm
- » Double Page Spread 542mm wide  
(allows for 12mm gutter)



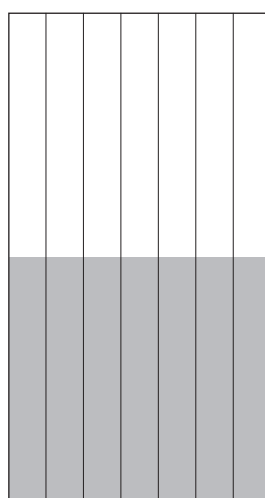
## Run of Paper Advert Sizes – a few generic examples...



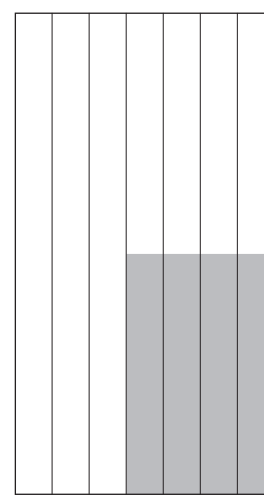
39x7 - full page advert  
390mm deep x 265mm wide



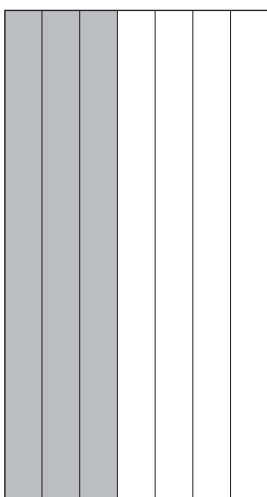
28x5 - half page portrait advert  
280mm deep x 187mm wide



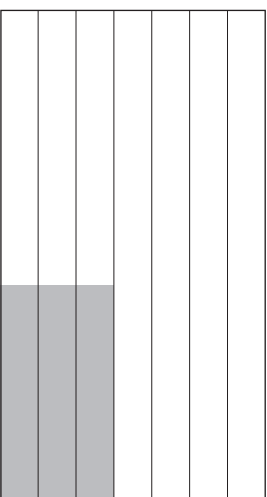
20x7 - half page landscape advert  
200mm deep x 265mm wide



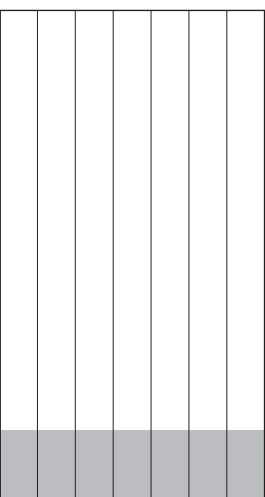
20x4  
200mm deep x 148mm wide



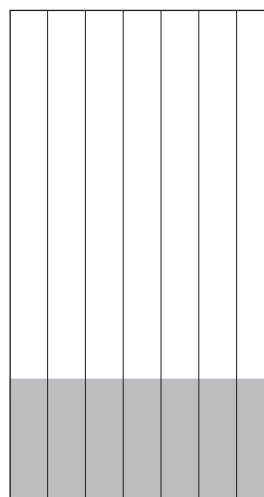
39x3  
390mm deep x 110mm wide



16x3  
160mm deep x 110mm wide



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



10x7  
100mm deep x 265mm wide

## Contact our team...

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# HORTNEWS

## Online Advertising Options...

### HOW MUCH FOR AN ADVERTISEMENT?

<b>\$600</b>	Premium banner	
<b>\$500</b>	Top priority banner	
<b>\$350</b>	Standard banner	
<b>\$600</b>	Premium tile	
<b>\$500</b>	Top priority tile	
<b>\$350</b>	Standard tile	
<b>\$800</b>	Website wrap (2 weeks)* (VIEWABLE ON DESKTOP)	
<b>\$1400</b>	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.



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