



RURAL NEWS GROUP

ONLINE MEDIA KIT

2024



OUR AUDIENCE

Farmers from all farming sectors are highly engaged with our content across our digital and print platform, each format complementing the other. Our content is unapologetically written from the farmers' side of the fence and audience engagement is high. Our online audience – across websites, digital publications and social media – is perfectly targeted to Rural, so ads are not wasted on urban eyeballs.

COMMERCIAL OPPORTUNITIES

Website tiles, banners and website takeovers are available on a tenancy basis for each masthead, plus a banner is available on the EDM. Sponsored content options are also available.

ONLINE MASTHEADS

- Rural News
- Dairy News
- Hort News
- NZ Winegrower
- Weekly EDM (4900 subscribers)

FARMER TESTIMONIAL

"Rural News isn't afraid to tell it like it is; Hitting the hard issues, not just scooting around them. Reporting the concerns of real-life farmers and asking the questions that others don't have the courage to ask. 'The Hound' section is always a favourite in our household. The only one we would choose to advertise with". – Blair and Jane Smith, North Otago

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

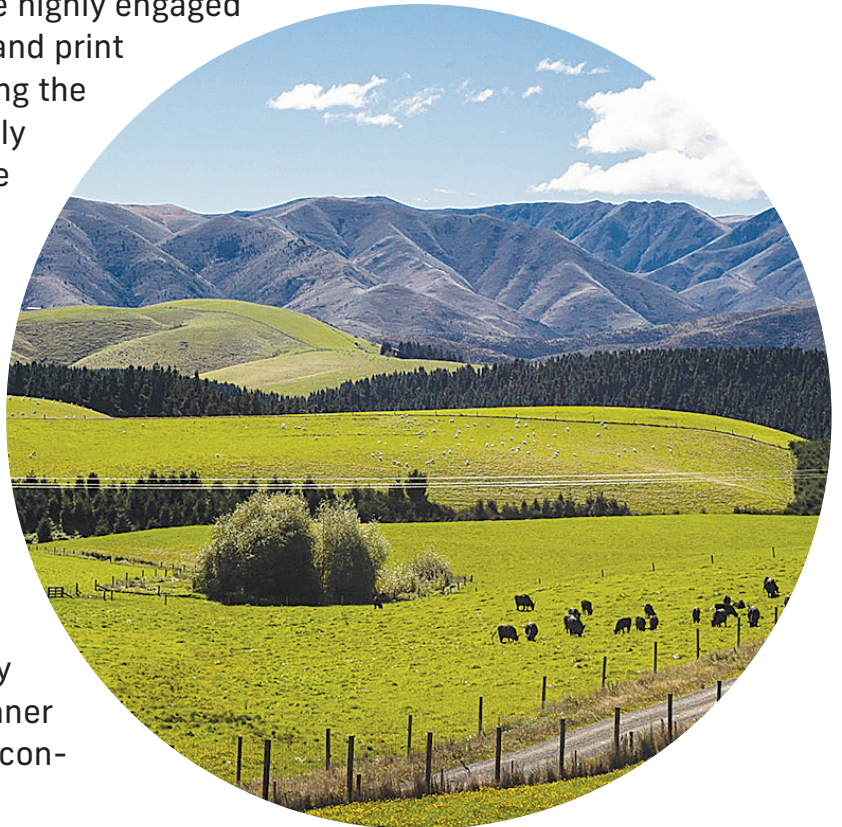
• E: ronm@ruralnews.co.nz

South Island sales:

KAYE SUTHERLAND

• Tel: 021-221 1994

• E: kayes@ruralnews.co.nz



RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

HOW MUCH FOR AN ADVERTISEMENT?

- \$1155** Premium banner
- \$945** Top priority banner
- \$735** Standard banner
- \$1155** Premium Tile
- \$945** Top priority tile
- \$735** Standard tile

- \$1575** Website wrap (2 weeks)*
(VIEWABLE ON DESKTOP)
- \$2625** 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

Lower Ground Floor, 29 Northcroft Street,
Takapuna 0622, Auckland

- PO Box 331100, Takapuna, Auckland 0740
- Ph: 09 307 0399 • Fax: 09 307 0122
- Email editorial: editor@ruralnews.co.nz
- Email production: davef@ruralnews.co.nz

ONLINE METRICS...







- 110,928 page views*
- 85,148 sessions*
- 6493 Facebook followers
- 3970 Twitter followers

* 6 MONTH AVERAGE

The screenshot displays the Rural News Group website layout. At the top is 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 is a large orange banner for 'Premium banner (fixed position)'. The main content area is divided into sections: 'FEATURED' with articles like 'Teaser bull leaser bags top award', 'Hort focus on global', 'Spark rolls out rural wireless broadband service', and 'Food Show on a Mission'; 'NATIONAL' with articles like 'Industry reform not more marketing', 'Alliance shareholder resolution received', 'Potato expert praises NZ research', 'Government needs to heed 10 point plan', and 'Trust encourages farmers to enter awards'; and 'WORLD' with articles like 'More money from milk than milk from money', 'Hard-nosed grocery firms gang up on Oz', and 'Breathing easier at the bank'. On the right side, there are additional sections: 'THE HOUND' with 'West heads west', 'Nice drop!', and 'E-NEWSLETTER' with 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER'. At the bottom right, there is a 'be in to WIN' contest banner.

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 shows the Dairy News website layout with various ad placements labeled:

- Top priority banner (fixed position):** Located at the top right of the page.
- Premium banner (fixed position):** Located below the top priority banner.
- Premium tile (fixed position):** Located on the right side of the page.
- Top priority tile (fixed position):** Located below the premium tile.
- Standard tile (rotates position):** Located at the bottom right of the page.
- Teaser bull leaser bags top award:** A featured article with a photo of a bull.
- Hort focus on global:** A featured article with a photo of a person.
- Consumers are 'taking a big bite out of the Earth':** A featured article with a photo of a person.
- Changes to health and safety reforms sensible:** A featured article with a photo of a person.
- Spark rolls out rural wireless broadband service:** A featured article with a photo of a person.
- Food Show on a Mission:** A featured article with a photo of a person.
- Industry reform not more marketing:** A featured article with a photo of a person.
- Potato expert praises NZ research:** A featured article with a photo of a person.
- Government needs to heed '10 point' plan:** A featured article with a photo of a person.
- Trust encourages farmers to enter awards:** A featured article with a photo of a person.
- More money from milk than milk from money:** A featured article with a photo of a person.
- Breathing easier at the bank:** A featured article with a photo of a person.
- Earlier milk price call from Oz farmers:** A featured article with a photo of a person.
- Hard-nosed grocery firms gang up on Oz 'big two':** A featured article with a photo of a person.
- Oz dairying attracts big-ticket buyers:** A featured article with a photo of a person.

ONLINE ADVERTISING

Your targeted online advertisements appear on every page of either:













NEW ZEALAND

Winegrower

Official magazine of the New Zealand wine industry

HORTNEWS


How Much for an advertisement?

WG	\$600	Premium banner	
HN	\$600	Premium banner	
WG	\$500	Top priority banner	
HN	\$500	Top priority banner	
WG	\$350	Standard banner	
HN	\$350	Standard banner	
WG	\$600	Premium tile	
HN	\$600	Premium tile	
WG	\$500	Top priority tile	
HN	\$500	Top priority tile	
WG	\$350	Standard tile	
HN	\$350	Standard tile	
WG	\$800	Website wrap (2 weeks)* (viewable on Desktop)	
HN	\$800	Website wrap (2 weeks)* (viewable on Desktop)	
WG	\$1400	Website wrap (1 month)* (viewable on Desktop)	
HN	\$1400	Website wrap (1 month)* (viewable on Desktop)	

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*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 with various advertisement placements. At the top, there is a navigation bar with links: HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, CONTACT. A search bar is also present. Below the navigation bar, the website is divided into sections. On the left, there is a 'FEATURED' section with a large image of a cow and a laptop, and a 'Spark rolls out rural wireless broadband service' article. To the right of this, there is a 'Teaser bull leaser bags top award' article. Further right, there is a 'Hort focus on global' article. Below these, there is a 'Consumers are taking a big bite out of the Earth' article. On the far right, there is a 'Changes to health and safety reforms sensible' article. Below the 'FEATURED' section, there is a 'Food Show on a Mission' article. To the right of this, there is a 'Potato expert praises NZ research' article. Further right, there is a 'Government needs to heed '10 point' plan' article. Below these, there is a 'Trust encourages farmers to enter awards' article. On the far right, there is a 'West heads west' article. Below the 'Food Show on a Mission' article, there is a 'Top priority banner (fixed position)' advertisement. Below the 'Potato expert praises NZ research' article, there is a 'Standard banner (rotates position)' advertisement. Below the 'Government needs to heed '10 point' plan' article, there is a 'Standard tile (rotates position)' advertisement. Below the 'Trust encourages farmers to enter awards' article, there is a 'Nice drop!' article. Below the 'West heads west' article, there is a 'Subscribe to our Weekly Newsletter' button. Below the 'Nice drop!' article, there is a 'Answer 3 short Questions and...' button. Below the 'Subscribe to our Weekly Newsletter' button, there is a 'be in to WIN' button.

SPECIFICATIONS

Formats Accepted

jpg, gif, png, html, html5

Note: We do not accept Flash Files as they can cause problems on certain devices. Due to technological constraints, we cannot accept html or html5 file formats for wraps or Enewsletters.

Online Advert Dimensions

- **Tile:** 300px wide x 250px deep
- **Banner:** 350px wide x 85px deep
- **Newsletter:** 350px wide x 150px deep
- **Priority Newsletter:** 600px wide x 150px deep.

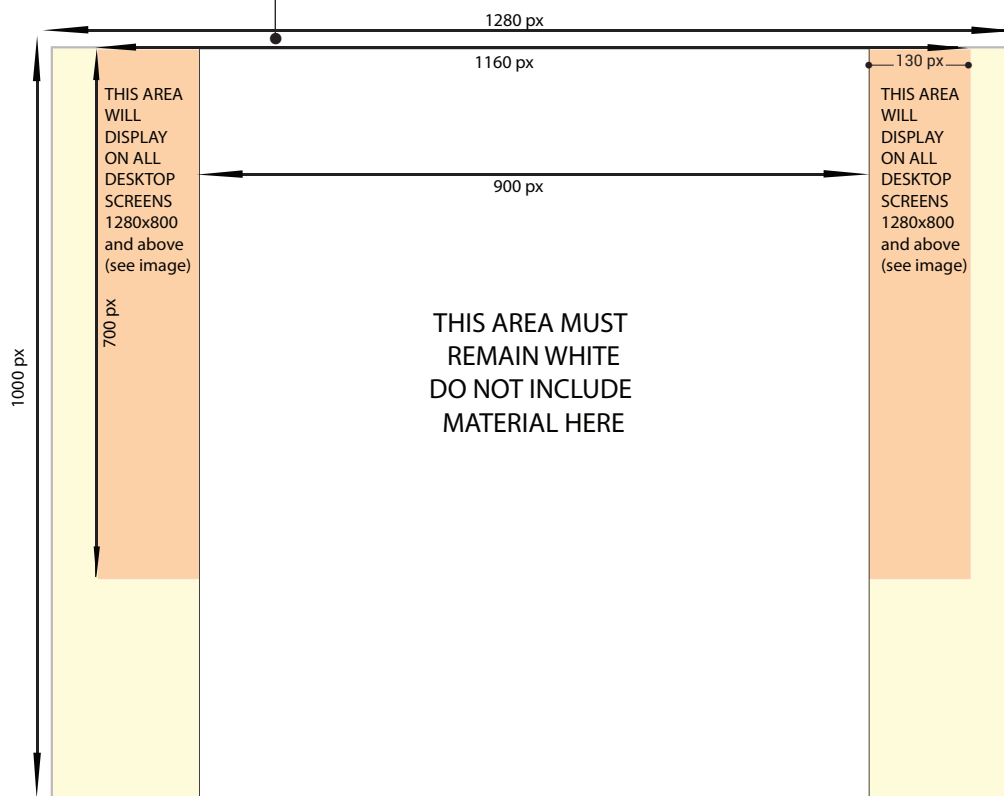


WEBSITE WRAPS

Wrap adverts appear on the landing pages and all articles of whichever website is selected – Rural News, Dairy News, Hort News or NZ Winegrower. Please supply wrap artwork as one file.

Please contact our sales team for alternative options

PLEASE LEAVE A 25PX SPACE AT THE TOP OF THE ADVERT



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