



RURAL NEWS GROUP

ONLINE MEDIA KIT

2026



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 & Wellington sales:

LISA WISE

• Tel: 027-369 9218

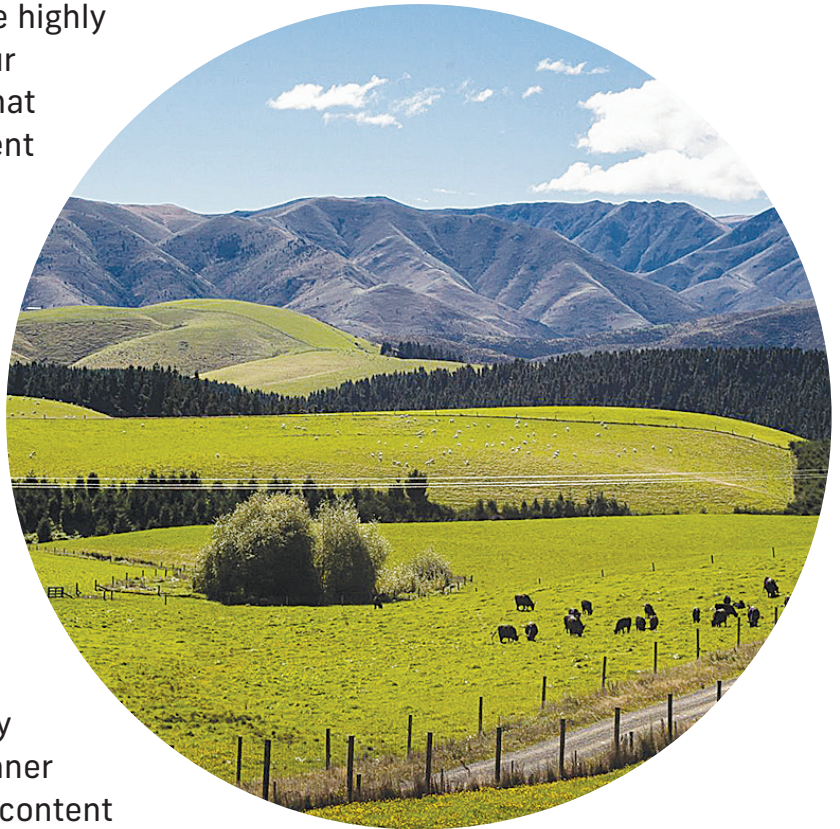
• E: lisaw@ruralnews.co.nz

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

HOME

RURAL NEWS

DAIRY NEWS

NZ WINEGROWER

SUBSCRIBE

ADVERTISE

CONTACT

Enter search query

RURAL NEWS GROUP

Premium banner (fixed position)

NATIONAL

WORLD

OPINION

AGRI-BUSINESS

MANAGEMENT

FARM HEALTH

MACHINERY & PRODUCTS

MOTING

RURAL LIFE

MARKETS

PODCASTS

FEATURED

Teaser bull leaser bags top award

Waikato dairy farmer Jennie Macky has been named the best agri-businesswoman of the year.

Hort focus on global

More than 300 delegates from throughout the country have been attending Horticulture New Zealand's annual conference being held in Rotana.

Spark rolls out rural wireless broadband service

Spark has officially launched its rural wireless broadband service, which they say will give many rural New Zealanders access to reliable and fast Internet.

Food Show on a Mission

The Auckland Food Show has announced a new partnership with Auckland City Mission, which will see the charity receive exhibitor's leftover product at the end of the event.

Top priority banner (fixed position)

NATIONAL

Industry reform not more marketing

Farmers levy payment would be better off going towards meat industry reform than generic marketing through Beef & Lamb, says Meat Industry Excellence (MIE).

Alliance shareholder resolution received

Alliance Group has received a request to call a special meeting of Alliance Group shareholders to consider a proposed shareholder resolution.

Potato expert praises NZ research

An international potato industry expert has praised New Zealand's world-leading research during a visit to speak at the Potatoes New Zealand Inc. annual conference.

Government needs to heed '10 point' plan

Federated Farmers want the government to give immediate attention to the Local Government '10 point plan' for rates reform.

Trust encourages farmers to enter awards

Entries for the 2016 Ballance Farm Environment Awards open on August 1 and farmers are being encouraged to enter.

WORLD

More money from milk than milk from money

Building an Australian dairy industry that is sustainable and profitable should assure long-term success, says Dairy Australia chair Geoff Akers.

Hard-nosed grocery firms ganging up on Oz 'big two'

Australian supermarkets have been in the gun for years for the way they treat suppliers and farmers.

Breathing easier at the bank

Farmers supplying Fonterra's Wagga Wagga factory in the NSW Riverina have been offered a new pricing agreement aimed at taking...

Earlier milk price call from Oz farmers

Australian farm leaders have again called for earlier forecasts of seasonal prices, eyeing companies that announced this season's prices only...

Oz dairying attracts big-ticket buyers

The latest Dairy Australia National Dairy Farmer Survey (NDFS) shows farmers in many regions investing, or planning to invest, in...

Standard banner (rotates position)

THE HOUND

West heads west

The Hound notes that Lincoln University's vice-chancellor Andrew West has suddenly resigned. This old mud hopes West's replacement is not...

Nice drop!

A mate of the Hound recently attended the annual conference of Rural Contractors NZ, held in Blenheim in late June.

ENEWSLETTER

SUBSCRIBE TO OUR

RURAL NEWS

DAIRY NEWS

WEEKLY NEWSLETTER

Answer 3 short Questions and...

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

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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 several advertisement placements highlighted:

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

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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All our prices quoted are exclusive of GST and Production.

[HOME](#)
[RURAL NEWS](#)
[DAIRY NEWS](#)
[NZ WINEGROWER](#)
[SUBSCRIBE](#)
[ADVERTISE](#)
[CONTACT](#)


RURAL NEWS GROUP

Premium banner (fixed position)

[NATIONAL](#)
[WORLD](#)
[OPINION](#)
[AGRI-BUSINESS](#)
[MANAGEMENT](#)
[FARM HEALTH](#)
[MACHINERY & PRODUCTS](#)
[MOTORING](#)
[RURAL LIFE](#)
[MARKETS](#)
[PODCASTS](#)

FEATURED


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Waikato dairy farmer Jennie Macky has been named the best agri-businesswoman of the year.



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Spark rolls out rural wireless broadband service
Spark has officially launched its rural wireless broadband service, which they say will give many rural New Zealanders access to reliable and fast Internet.



Consumers are 'taking a big bite out of the Earth'
Every meal we eat costs the planet 10kgs of soil, 800 litres of fresh water and 1.3 litres of diesel fuel, says science writer Julian Cribb.



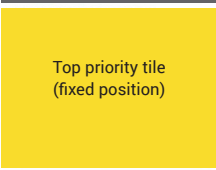
Changes to health and safety reforms sensible
The Parliamentary Select Committee's delay on the Health and Safety Reform Bill has led to improvements for the farming industry, say the Federated Farmers.



Food Show on a Mission
The Auckland Food Show has announced a new partnership with Auckland City Mission, which will see the charity receive exhibitor's leftover product at the end of the event.



Premium tile (fixed position)



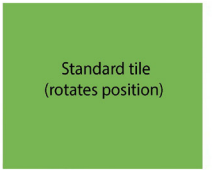
Top priority tile (fixed position)



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Standard tile (rotates position)

ENewsletter

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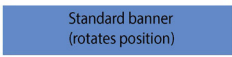
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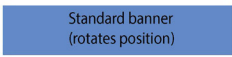
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Standard banner (rotates position)

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

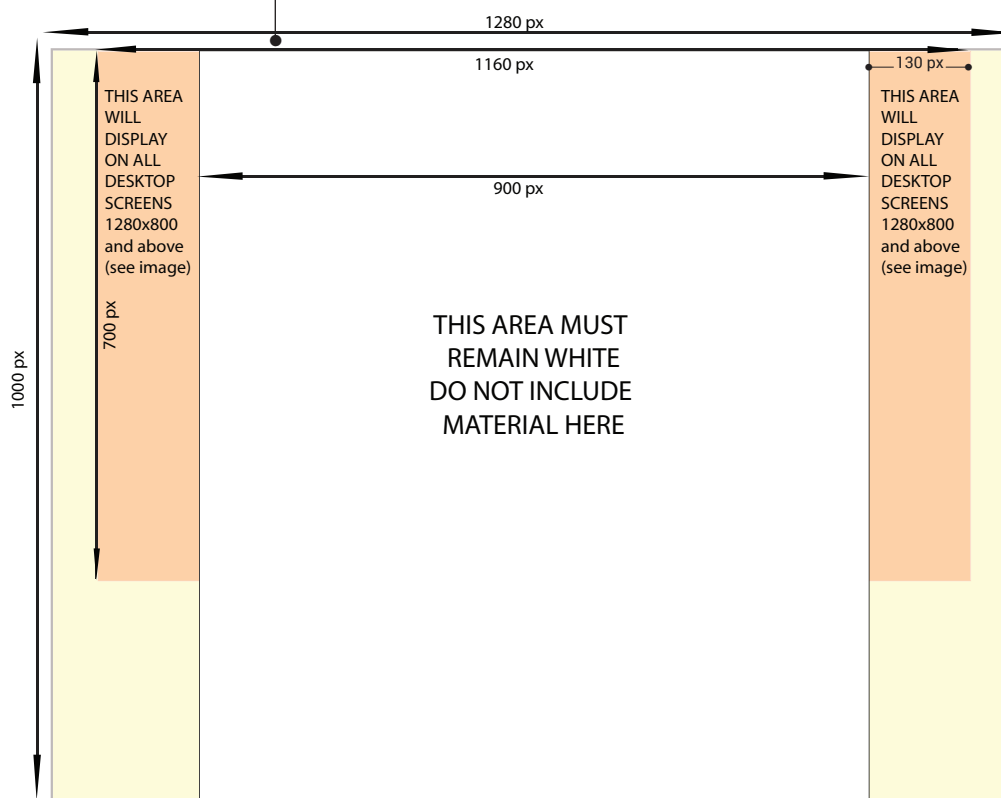


WEBSITE WRAPS

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



RURAL NEWS GROUP

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