

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

MEDIA KIT 2023



RURAL NEWS GROUP

RURAL NEWS

- » Published fortnightly
- » Large A3 tabloid format
- » Readership: 170,000 (All farmers, 2022 Nielsen Rural CMI Survey), the highest topline readership in the rural print segment (vs Farmers Weekly at 152,000)
- » Circulation of 76,500 sent to:
- » All RD boxes on all commercial farms nationwide; Farm private bags and PO boxes (mostly corporate owned);
- » Members of the Rural Contractors Association.
- » Strong, independent journalism.
- » Trusted and influential content. Published for over 35 years.
- » News, Agribusiness, Markets, Animal Health, Management, Machinery.



Contact our team...

Auckland sales:

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Waikato sales:

LISA WISE

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Wellington sales:

RON MACKAY

• Tel: 021-453 914

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South Island sales:

KAYE SUTHERLAND

• Tel: 021-221 1994

• E: kayes@ruralnews.co.nz

Material specifications...

Printing Details

- » Web – offset
- » Digital photos supplied should have resolution of not less than 200 pixels/inch
- » Full page print area: 390mm x 265mm

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

Typesetting

- » The Rural News Group production system is Macintosh based. Adverts that require typesetting should be supplied with appropriate artwork or logos.

Advertising rates...

	CM	Cols	Col Cm	Casual	3+Inserts	6+Inserts	12+Inserts
Double page spread	39	14	546				\$19.95
Double Half Page portrait Double Half Page landscape	28 20	10 14	280				\$23.73
Full Page	39	7	273	\$25.65	\$25.01	\$24.37	\$23.73
More than 100 col cm, e.g.	28	5	140	\$27.08	\$26.40	\$25.73	\$25.05
Less than 100 col cm, e.g.	5	2	10	\$28.50	\$27.79	\$27.08	\$26.36

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)

Casual rate = \$28.50 per col cm

North Island + \$19.80 per col cm (minimum size applies)

South Island = \$14.65 per col cm (minimum size applies)

Show features North, Central, Southern = \$13.70

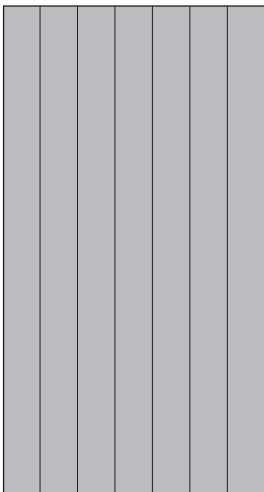
Rural Trader = \$15.70 per col cm

Preferred positions plus 25%

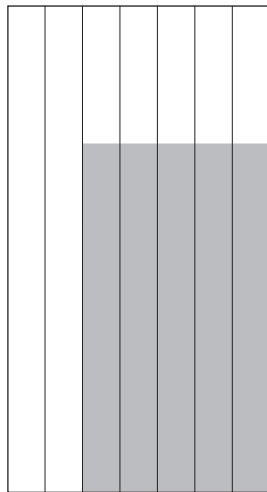
Inserts on application

All prices quoted exclude GST

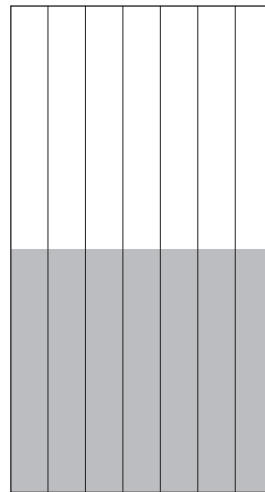
Run of Paper Advert Sizes – a few generic examples...



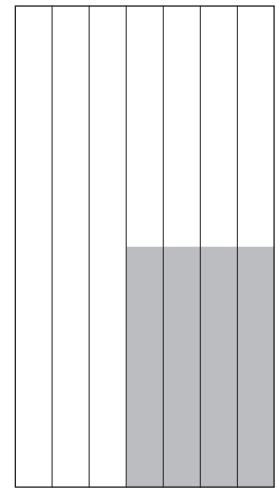
39x7 - full page advert
390mm deep x 265mm wide



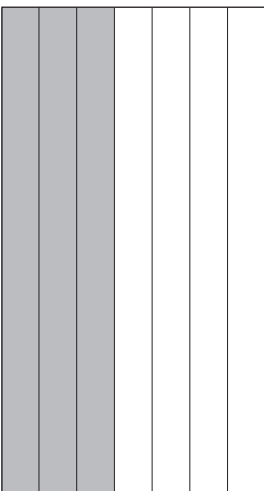
28x5 - half page portrait advert
280mm deep x 187mm wide



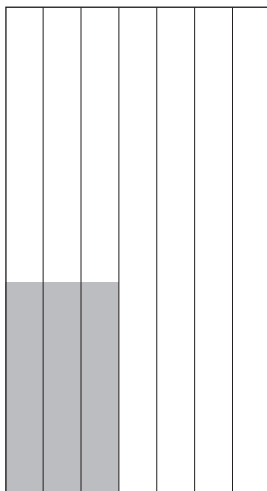
20x7 - half page landscape advert
200mm deep x 265mm wide



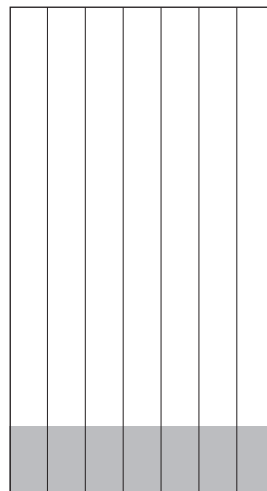
20x4
200mm deep x 148mm wide



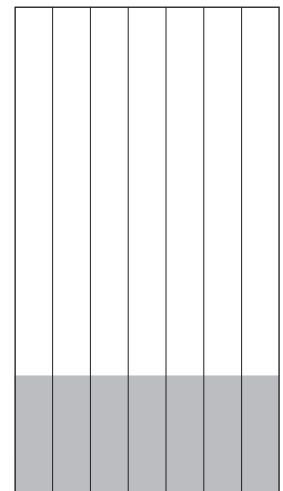
39x3
390mm deep x 110mm wide



16x3
160mm deep x 110mm wide



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



10x7
100mm deep x 265mm wide

RURAL NEWS

Publishing Dates, Deadlines 2023...

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
767	January 17	December 14, 2022	January 10
768	January 31	January 18	January 24
769	February 14	February 1	February 7
770	February 28	February 15	February 21
771	March 14	March 1	March 7
772	March 28	March 15	March 21
773	April 11	March 29	April 4
774	April 25	April 12	April 18
775	May 9	April 26	May 2
776	May 23	May 10	May 16
777	June 6	May 24	May 30
778	June 20	June 7	June 13
779	July 4	June 21	June 27
780	July 18	July 5	July 11
781	August 1	July 19	July 25
782	August 15	August 2	August 8
783	August 29	August 16	August 22
784	September 12	August 30	September 5
785	September 26	September 13	September 19
786	October 10	September 27	October 3
787	October 24	October 11	October 17
788	November 7	October 25	October 31
789	November 21	November 8	November 14
790	December 5	November 22	November 28
791	December 19	December 6	December 12
792	January 16, 2024	December 20, 2023	January 9, 2024

TO ALL FARMERS. FOR ALL FARMERS

\$1155 Premium banner

\$945 Top priority banner

\$735 Standard banner

\$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

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- Email editorial: editor@ruralnews.co.nz
- Email production: davef@ruralnews.co.nz

- 78,078 page views*
- 60,117 sessions*
- 6493 Facebook followers
- 3970 Twitter followers

* ANNUALISED 12 MONTH AVERAGE

