

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

MEDIA KIT 2024



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:

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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	28	10	280				\$23.73
Double Half Page landscape	20	14					
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

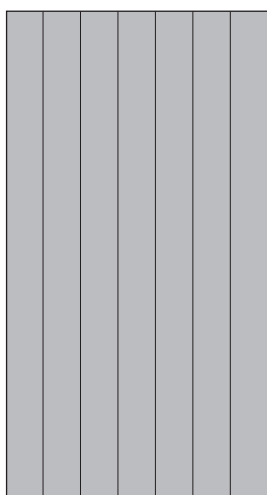
Rural Trader = \$15.70 per col cm

Preferred positions plus 25%

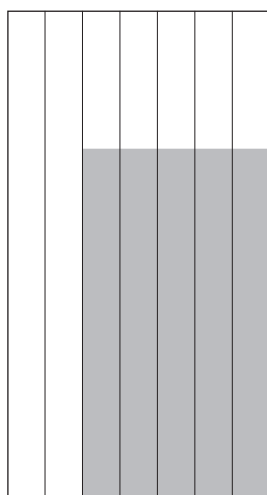
Inserts on application

All prices quoted exclude GST

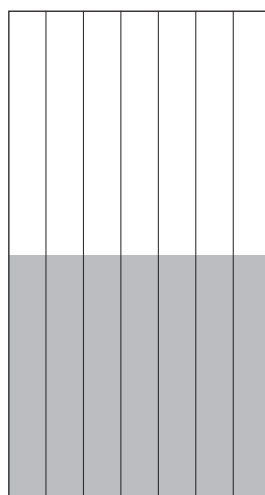
Run of Paper Advert Sizes – a few generic examples...



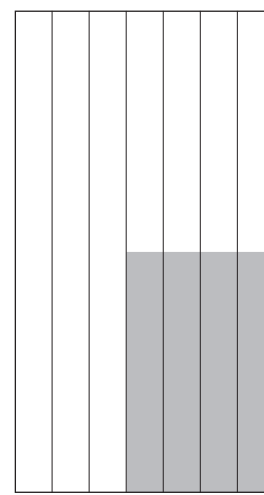
39x7 - full page advert
390mm deep x 265mm wide



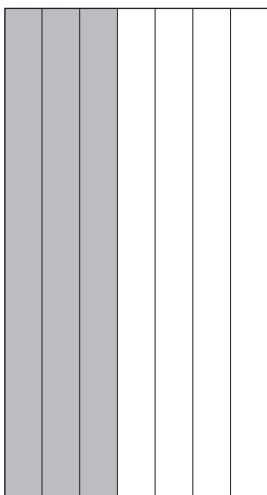
28x5 - half page portrait advert
280mm deep x 187mm wide



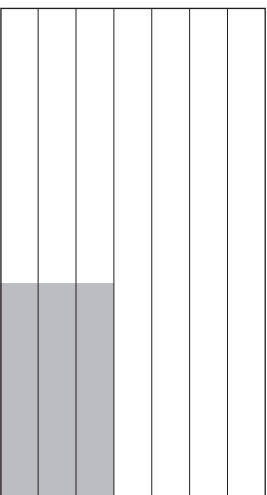
20x7 - half page landscape advert
200mm deep x 265mm wide



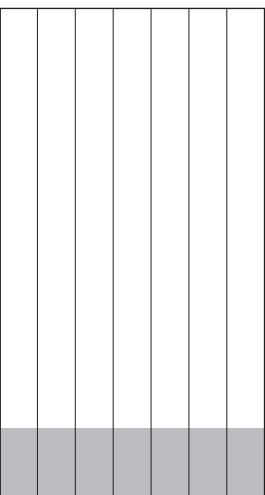
20x4
200mm deep x 148mm wide



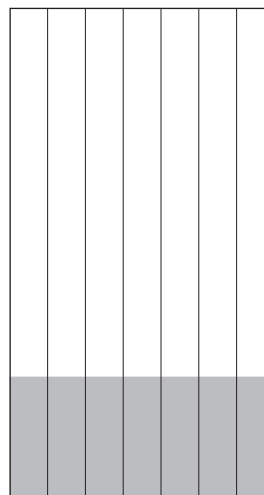
39x3
390mm deep x 110mm wide



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 2024...

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
792	January 16	December 20, 2023	January 9
793	January 30	January 17	January 23
794	February 13	January 31	February 6
795	February 27	February 14	February 20
796	March 12	February 28	March 5
797	March 26	March 13	March 19
798	April 9	March 27	April 2
799	April 23	April 10	April 16
800	May 7	April 24	April 30
801	May 21	May 8	May 14
802	June 4	May 22	May 28
803	June 18	June 5	June 11
804	July 2	June 19	June 25
805	July 16	July 3	July 9
806	July 30	July 17	July 23
807	August 13	July 31	August 6
808	August 27	August 14	August 20
809	September 10	August 28	September 3
810	September 24	September 11	September 17
811	October 8	September 25	October 1
812	October 22	October 9	October 15
813	November 5	October 23	October 29
814	November 19	November 6	November 12
815	December 3	November 20	November 26
816	December 17	December 4	December 10
817	January 14, 2025	December 18, 2024	January 7, 2025

RURAL NEWS

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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

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- 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 shows 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. Below this is a search bar. The main content area is divided into sections: FEATURED, NATIONAL, and WORLD. Each section contains several news articles with images and headlines. For example, in the FEATURED section, there's an article about 'Teaser bull leaser bags top award' and another about 'Spark rolls out rural wireless broadband service'. In the NATIONAL section, there's an article about 'Industry reform not more marketing'. In the WORLD section, there's an article about 'More money from milk than milk from money'. On the right side of the website, there are several advertisement slots. These include a 'Premium banner (fixed position)' at the top, a 'Premium tile (fixed position)' below it, a 'Top priority tile (fixed position)' below that, and a 'Standard tile (rotates position)' at the bottom. There is also a 'Newsletter' section with a 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER' button. At the very bottom right, there is a 'be in to WIN' banner for a 'Answer 3 short Questions and...' contest.