

# RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

## 2020 MEDIA KIT

With a circulation of 79,553 (ABC audit) Rural News has the highest circulation of any rural title in New Zealand and is delivered free to:

- All Rural Delivery boxes on commercial farms in New Zealand.
- All private bags and P.O. boxes of the large commercial/corporate farms.
- All members of the Rural Contractor's Association.
- Rural News is published every fortnight

### Content:

- Rural News has a reader-first editorial approach.
- It is well resourced with a nationwide team of expert rural journalists.
- A quality high integrity environment.
- A strong on-farm focus.

### Sections include:

- News
- Markets
- Agribusiness
- Opinion
- Management
- Animal Health
- Machinery and Products



facebook.com/ruralnews



twitter.com/Rural\_News



“Rural newspapers and magazines are the number one resource for farmers and growers when looking for information, new ideas, or advice for all their farming materials, machinery and infrastructure requirements.”  
– (Nielsen 2016 Rural Survey)

RURAL NEWS IS 100% NEW ZEALAND OWNED

## ADVERTISING RATES

### 2020 ADVERTISING RATES PER COL CM

All rates include four colour and exclude GST

	Cms	Cols	Col cms	Casual	3+ Inserts	6+ Inserts	12+ Inserts
Double Page Spread	39	14	546				\$17.50
Double Half Page	28	10	280				\$20.62
Full Page	39	7	273	\$22.50	\$21.87	\$21.25	\$20.62
More 100 col cms eg:	28	5	140	\$23.75	\$23.12	\$22.50	\$21.87
Less 100 col cms eg:	5	2	10	\$25.00	\$24.37	\$23.75	\$23.12

**Casual rate** \$25.00 per col cm

**North Island** \$18.00 per col cm (minimum size applies)

**South Island** \$13.00 per col cm (minimum size applies)

**Show Features** North, Central, Southern, \$12.00 per col cm

**Rural Trader** \$14.00 per col cm

**Inserts On Application**

**Preferred Positions** Plus 25%

**Special Positions On Application** eg: Page 1 Solus, Page 3, Markets, Hound, etc.

## CONTACT OUR TEAM

### Auckland Sales:

**Stephen Pollard**

Ph 021-963 166

stephen@ruralnews.co.nz

### Waikato Sales:

**Ted Darley**

Ph 021-832 505

ted@ruralnews.co.nz

### Wellington Sales:

**Ron Mackay**

Ph 021-453 914

ronm@ruralnews.co.nz

### South Island Sales:

**Kaye Sutherland**

Ph 021-221 1994

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.

### Column Size

- 1 column = 34mm
- 2 columns = 72mm
- 3 columns = 110mm
- 4 columns = 148mm
- 5 columns = 187mm
- 6 columns = 226mm
- 7 columns = 265mm
- Double Page Spread adverts should add 14mm for the gutter.

NB: Adverts that have been typeset by production not yet paid for by the client become property of Rural News Group. Any forwarding of these adverts to other publishing houses will incur a minimum cost of \$50 unless already supplied by the client.

### Typesetting

The Rural News Group production system is Macintosh based. Adverts that require typesetting may incur production charges and, if required, should be supplied with appropriate artwork or logos. For reproduction purposes artwork should not be faxed through for typesetting.

Top 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



**RURAL NEWS GROUP**

## PUBLISHING DATES, DEADLINES 2020

Issue	Publishing Date	Booking Deadline	Material Deadline
692	January 14	December 18	January 7
693	January 28	January 15	January 21
694	February 11	January 29	February 4
695	February 25	February 12	February 18
696	March 10	February 26	March 3
697	March 24	March 11	March 17
698	April 7	March 25	March 31
699	April 21	April 8	April 14
700	May 5	April 22	April 28
701	May 19	May 6	May 12
702	June 2	May 20	May 26
703	June 16	June 3	June 9
704	June 30	June 17	June 23
705	July 14	July 1	July 7
706	July 28	July 15	July 21
707	August 11	July 29	August 4
708	August 25	August 12	August 18
709	September 8	August 26	September 1
710	September 22	September 9	September 15
711	October 6	September 23	September 29
712	October 20	October 7	October 13
713	November 3	October 21	October 27
714	November 17	November 4	November 10
715	December 1	November 18	November 24
716	December 15	December 2	December 8
717*	January 12	December 16	January 5

\*2021



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- Email production: [davef@ruralnews.co.nz](mailto:davef@ruralnews.co.nz)

## ONLINE ADVERTISING

Advertisements booked with Rural News Group online appear on every page of two websites within the group, covering all farming sectors:

Rural News, Dairy News

### What Can I Get?\*

60,000 Page Impressions (average per month)

45,000 Visits (55% from mobile)\* (per month averaged over a year)

5362 e-newsletter subscribers (weekly e-newsletter advertisements only)

\*average per month over a year

### How Much for an advertisement?

- **\$1100** Premium banner  
 (viewable on desktop, tablet and mobile)
- **\$900** Top priority banner  
 (viewable on desktop, tablet and mobile)
- **\$700** Standard banner  
 (viewable on desktop, tablet and mobile)
- **\$900** Top priority tile  
 (viewable on desktop, tablet and mobile)
- **\$700** Standard tile  
 (viewable on desktop, tablet and mobile)

All costs are per month and bookings are subject to availability

### Additional options

- \$400** e-newsletter banner
- \$600** e-newsletter banner
- \$1500** Website wrap (2 weeks)\*  
(viewable on desktop)
- \$2500** Website wrap (1 month)\*  
(viewable on desktop)

Note: There is a 25% discount for tiles or banners than run in conjunction with a website wrap.

\*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 shows the Rural News Group website interface. At the top, there is a navigation bar with links for HOME, RURAL NEWS, DAIRY NEWS, NZ WINEGROWER, SUBSCRIBE, ADVERTISE, and CONTACT. A search bar is also present. Below the navigation bar, the main content area is divided into several sections:

- FEATURED:** Includes a large image of a cow in a field with a laptop, and several article teasers such as "Teaser bull leaser bags top award", "Hort focus on global", "Spark rolls out rural wireless broadband service", "Consumers are 'taking a big bite out of the Earth'", "Changes to health and safety reforms sensible", and "Food Show on a Mission".
- NATIONAL:** Contains articles like "Industry reform not more marketing", "Alliance shareholder resolution received", and "Potato expert praises NZ research".
- WORLD:** Features articles such as "More money from milk than milk from money", "Breathing easier at the bank", "Earlier milk price call from Oz farmers", and "Hard-nosed grocery firms ganging up on Oz 'big two'".
- Right-hand sidebar:** Includes a "Premium banner (fixed position)" at the top, a "Top priority tile (fixed position)" in a yellow box, "LATEST PRINT ISSUES ONLINE" with thumbnails for RURAL NEWS, DAIRY NEWS, and WINEGROWER, "VISIT ARCHIVES", "THE HOUND" section with a "West heads west" article, and a "Nice drop!" article.
- Bottom of page:** Shows a "NEWSLETTER" section with a "SUBSCRIBE TO OUR WEEKLY NEWSLETTER" button and a "Standard tile (rotates position)" in a green box. There is also a "be in to WIN" promotion graphic.



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