

RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

2021 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

2021 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:

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South Island Sales:

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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 12mm for the gutter = 542mm.

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 2021

Issue	Publishing Date	Booking Deadline	Material Deadline
717	January 12	December 16	January 5
718	January 26	January 13	January 19
719	February 9	January 27	February 2
720	February 23	February 10	February 16
721	March 9	February 23	March 2
722	March 23	March 10	March 16
723	April 6	March 24	March 30
724	April 20	April 7	April 13
725	May 4	April 21	April 27
726	May 18	May 5	May 11
727	June 1	May 19	May 25
728	June 15	June 2	June 8
729	June 29	June 16	June 22
730	July 13	June 30	July 6
731	July 27	July 14	July 20
732	August 10	July 28	August 3
733	August 24	August 11	August 17
734	September 7	August 25	August 31
735	September 21	September 8	September 14
736	October 5	September 22	September 28
737	October 19	October 6	October 12
738	November 2	October 20	October 26
739	November 16	November 3	November 9
740	November 30	November 17	November 23
741	December 14	December 1	December 7
742	January 11	December 15	January 4

*2021



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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 displays the Rural News Group website interface. At the top, there's 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, the main content area is divided into sections. On the left, there's 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's a 'Teaser bull leaser bags top award' article. Further right, there's a 'Hort focus on global' article. Below these, there's a 'Consumers are taking a big bite out of the Earth' article. On the far right, there's a 'Top priority tile (fixed position)' advertisement. Below the main content area, there's a 'LATEST PRINT ISSUES ONLINE' section with images of various publications. At the bottom, there's a 'THE HOUND' section with a 'West heads west' article. The website also features a 'Standard tile (rotates position)' advertisement. The overall layout is clean and professional, with a focus on agricultural news and advertising opportunities.



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