

DAIRY NEWS

2022 MEDIA KIT

Dairy News covers the entire dairy farmer market with 25,900 copies printed by Inkwise and distributed by Reachmedia.

- All households on dairy farms in New Zealand via their Rural Delivery boxes.
- All dairy farm private bags and P.O. Boxes.
- Dairy News is published every fortnight.

Content:

- Dairy 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
- Agribusiness
- Opinion
- Management
- Animal Health
- Machinery and Products

 facebook.com/ruralnews

 twitter.com/Rural_News



Nielsen CMI Rural Survey 2022: Commercial Farmers are big users of Rural Print (88%) and, crucially, they trust Rural Print, which in turn influences their thinking and behaviour (e.g. 73% will call or visit a website to find out more about products/services they've read about in a rural publication).

DAIRY NEWS IS 100% NEW ZEALAND OWNED

ADVERTISING RATES

2022 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				\$13.58
Double Half Page	28	10	280				\$16.15
Full Page	39	7	273	\$17.46	\$17.02	\$16.59	\$16.15
More than 100 col cms	28	5	140	\$18.43	\$17.97	\$17.51	\$17.05
Less than 100 col cms	5	2	10	\$19.40	\$18.92	\$18.43	\$17.95

Casual Rate \$19.40 per col cm

Inserts On Application

Preferred Positions Plus 25%

Special Positions, On Application, eg: Page 1 Solus, Page 3, Back Page, etc.

CONTACT OUR TEAM

Auckland Sales:

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Wellington Sales:

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SPECIFICATIONS

PRINTING DETAILS

- Web – offset
- Digital photos supplied should have resolution of no less than 200 pixels/ inch
- **Full page print area**
390mm deep x 265mm wide
- **Bleed adverts should measure**
410mm deep x 290mm wide.
- **Trim size is**
400mm deep x 280mm wide.
Please do not put crop marks on bleed adverts

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 may incur a minimum cost of \$50 unless already supplied by the client.

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 coloured 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 of graphics supplied 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

TYPESETTING

The Rural News Group production system is Apple Mac 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.

Issue	Publishing Date	Booking Deadline	Material Deadline	Year
DAIRY NEWS				
486	January 25	January 12	January 18	
487	February 8	January 26	February 1	
488	February 22	February 9	February 15	
489	March 8	February 23	March 1	
490	March 22	March 9	March 15	
491	April 5	March 23	March 29	
492	April 19	April 6	April 12	
493	May 3	April 20	April 26	
494	May 17	May 4	May 10	
495	May 31	May 18	May 24	
496	June 14	June 1	June 7	
497	June 28	June 15	June 21	
498	July 12	June 29	July 5	
499	July 26	July 13	July 19	
500	August 9	July 27	August 2	
501	August 23	August 10	August 16	
502	September 6	August 24	August 30	
503	September 20	September 7	September 13	
504	October 4	September 21	September 27	
505	October 18	October 5	October 11	
506	November 1	October 19	October 25	
507	November 15	November 2	November 8	
508	November 29	November 16	November 22	
509	December 13	November 30	December 6	
510	January 24	December 21	January 17	2023

GETTING THE BASICS RIGHT

21	January 5	November 23	December 6	2023
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RURAL NEWS GROUP

Top Floor, 29 Northcroft Street, Takapuna 0622, Auckland.
 PO Box 331100, Takapuna, Auckland 1140.
 PHONE 09 307 0399 • FAX 09 307 0122
 Email editorial: editor@ruralnews.co.nz
 Email production: davef@ruralnews.co.nz



RURAL NEWS GROUP

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 views*

50,000 Visits (55% from mobile)*

4716 e-newsletter subscribers (weekly e-newsletter advertisements only)

*average per month over a year

How Much for an advertisement?

- **\$1155** Premium banner (viewable on desktop, tablet and mobile)
- **\$945** Top priority banner (viewable on desktop, tablet and mobile)
- **\$735** Standard banner (viewable on desktop, tablet and mobile)
- **\$945** Top priority tile (viewable on desktop, tablet and mobile)
- **\$735** Standard tile (viewable on desktop, tablet and mobile)

All costs are per month and bookings are subject to availability

Additional options

- \$420** e-newsletter banner
- \$630** priority e-newsletter banner
- \$1575** Website wrap (2 weeks)* (viewable on desktop)
- \$2625** 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 located on the right. Below the navigation bar, there are several featured articles with images and headlines, 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', 'Food Show on a Mission', 'Industry reform not more marketing', 'Alliance shareholder resolution received', 'Potato expert praises NZ research', 'Government needs to heed '10 point' plan', 'Trust encourages farmers to enter awards', 'More money from milk than milk from money', 'Breathing easier at the bank', 'Earlier milk price call from Oz farmers', 'Hard-nosed grocery firms ganging up on Oz 'big two'', and 'Oz dairying attracts big-ticket buyers'. On the right side, there are sections for 'Premium banner (fixed position)', 'Top priority tile (fixed position)', 'LATEST PRINT ISSUES ONLINE', 'VISIT ARCHIVES', 'THE HOUND', 'West heads west', 'Nice drop!', 'NEWSLETTER', and 'SUBSCRIBE TO OUR WEEKLY NEWSLETTER'. At the bottom right, there is a 'be in to WIN' banner.



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