

# DAIRY NEWS

## 2023 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](https://facebook.com/ruralnews)

 [twitter.com/Rural\\_News](https://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

2023 Advertising Rates Per Col Cm. All rates include four colour and exclude GST

	Cms	Cols	Col cms	Casual	3+ Inserts	6+ Inserts	12+ Inserts
<b>Double Page Spread</b>	39	14	546				\$13.58
<b>Double Half Page</b>	28	10	280				\$16.15
<b>Full Page</b>	39	7	273	\$17.46	\$17.02	\$16.59	\$16.15
<b>More than 100 col cms</b>	28	5	140	\$18.43	\$17.97	\$17.51	\$17.05
<b>Less than 100 col cms</b>	5	2	10	\$19.40	\$18.92	\$18.43	\$17.95

Casual Rate \$17.85 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:

**Stephen Pollard**

Ph 021-963 166

stephenp@ruralnews.co.nz

### Wellington Sales:

**Ron Mackay**

Ph 021-453 914

ronm@ruralnews.co.nz

### Waikato Sales

**Lisa Wise**

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### South Island Sales:

**Kaye Sutherland**

Ph 021-221 1994

kayes@ruralnews.co.nz

## 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
<b>DAIRY NEWS</b>				
510	January 24	December 21	January 17	
511	February 7	January 25	January 31	
512	February 21	February 8	February 14	
513	March 7	February 22	February 28	
514	March 21	March 8	March 14	
515	April 4	March 22	March 28	
516	April 18	April 5	April 11	
517	May 2	April 19	April 25	
518	May 16	May 3	May 9	
519	May 30	May 17	May 23	
520	June 13	May 31	June 6	
521	June 27	June 14	June 20	
522	July 11	June 28	July 4	
523	July 25	July 12	July 18	
524	August 8	July 26	August 1	
525	August 22	August 9	August 15	
526	September 5	August 23	August 29	
527	September 19	September 6	September 12	
528	October 3	September 20	September 26	
529	October 17	October 4	October 10	
530	October 31	October 18	October 24	
531	November 14	November 1	November 7	
532	November 28	November 15	November 21	
533	December 12	November 29	December 5	
534	January 23	December 20	January 16	2024

## GETTING THE BASICS RIGHT

22	January 8	November 22, 2023	December 6, 2023	2024
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### RURAL NEWS GROUP

Lower Ground 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

Rural News Group online advertisements appear on every page of either:

# RURAL NEWS DAIRY NEWS

What Can I Get?

68,000 Page views\*

50,000 Visits (55% from mobile)\*

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

\*average per month a year

How Much for an advertisement?

**RN \$1155** Premium banner  
**DN \$1000**

**RN \$945** Top priority banner  
**DN \$800**

**RN \$735** Standard banner  
**DN \$600**

**RN \$945** Top priority tile  
**DN \$800**

**RN \$735** Standard tile  
**DN \$600**

**RN \$1575** Website wrap (2 weeks)\*  
**DN \$1350** (viewable on Desktop)

**RN \$2625** Website wrap (1 month)\*  
**DN \$2250** (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.

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, 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 text-based articles with small images.
  - Teaser bull leaser bags top award:** Waikato dairy farmer Jenine Maury has been named the best agri-businesswoman of the year.
  - Hort focus on global:** More than 300 delegates from throughout the country have been attending Horticulture New Zealand's annual conference being held in Rotorua.
  - Spark rolls out rural wireless broadband service:** Spark has officially launched its rural wireless broadband service, which they say will give many rural New Zealanders access to reliable and fast Internet.
  - Food Show on a Mission:** The Auckland Food Show has announced a new partnership with Auckland City Mission, which will see the charity receive exhibitor's leftover product at the end of the event.
  - Consumers are 'taking a big bite out of the Earth':** Every meal we eat costs the planet 10kgs of soil, 500 litres of fresh water and 1.3 litres of diesel fuel, says science writer Julian Cribb.
  - Changes to health and safety reforms sensible:** The Parliamentary Select Committee's delay on the Health and Safety Reform Bill has led to improvements for the farming industry, say the Federated Farmers.
- Top priority banner (fixed position):** A purple banner with white text.
- NATIONAL:**
  - Industry reform not more marketing:** Farmers levy payment would be better off going towards meat industry reform than generic marketing through Beef & Lamb, says Meat Industry Excellence (MIE).
  - Potato expert praises NZ research:** An international potato industry expert has praised New Zealand's world-leading research during a visit to speak at the Potatoes New Zealand Inc. annual conference.
  - Government needs to heed '10 point' plan:** Federated Farmers want the Government to give immediate attention to the Local Government '10 point plan' for rates reform.
  - Trust encourages farmers to enter awards:** Entries for the 2016 Balance Farm Environment Awards open on August 1 and farmers are being encouraged to enter.
- WORLD:**
  - More money from milk than milk from money:** Building an Australian dairy industry that is sustainable and profitable should assure long-term success, says Dairy Australia chair Geoff Avers.
  - Hard-nosed grocery firms ganging up on Oz 'big two':** Australian supermarkets have been in the gun for years for the way they treat suppliers and farmers.
  - Breathing easier at the bank:** Farmers supplying Forterra's Wagga Wagga factory in the NSW Riverina have been offered a new pricing agreement aimed at taking...
  - Earlier milk price call from Oz farmers:** Australian farm leaders have again called for earlier forecasts of seasonal prices, eyeing companies that announced this season's prices only...
  - Oz dairying attracts big-ticket buyers:** The latest Dairy Australia National Dairy Farmer Survey (NDFS) shows farmers in many regions investing, or planning to invest, in...
- Standard banner (rotates position):** A blue banner with white text.
- Other sections:**
  - LATEST PRINT ISSUES ONLINE:** Shows thumbnails of print editions.
  - THE HOUND:** West heads west. The Hound notes that Lincoln University's vice-chancellor Andrew West has suddenly resigned. This old mutt hopes West's replacement is not...
  - Nice drop!** A mate of the Hound recently attended the annual conference of Rural Contractors NZ, held in Blenheim in late June.
  - ENEWSLETTER:** SUBSCRIBE TO OUR RURAL NEWS DAIRY NEWS WEEKLY NEWSLETTER.
  - Answer 3 short Questions and... be in to WIN:** A contest promotion featuring a photo of a sheep.



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Email editorial: editor@ruralnews.co.nz

• Email production: davef@ruralnews.co.nz