

# GETTING THE BASICS

2023

Guide to Profitable Dairying

**RIGHT**

**DAIRY  
NEWS**

Getting the Basics Right is a comprehensive guide to profitable dairying. The format is a high quality A4 glossy magazine and it is delivered to 26,500 dairy farm addresses nationwide.

Now in its 22nd year the 2023 edition will be a vital tool for dairy farmers to lift profitability and sharpen their skills and those of their staff. Condensing the latest management thinking into one quality publication, Getting the Basics Right 2023 will cover all the key areas of profitable dairy farming.



In the 2023 issue of Getting the Basics Right, our team of expert writers and journalists will provide pages of easy to follow articles on the critical areas of profitable dairy farming, including:

**Mating Management**

**Calving**

**Animal Health**

**Milk Quality**

**Pasture Management**

**Feeding**

**Nutrient Management**

**Employment and Training**

**Farm Finance**

**Machinery**

**Innovation**

**And much more!**



**RURAL NEWS GROUP**

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Guide to Profitable Dairying

### Advert Pricing

Cover full page	\$3420
Full page	\$2850
Half page	\$1710
Quarter page	\$980

All prices are exclusive of GST

Advert Sizing	Depth	Width
Full Page	280mm	x 187mm
Full Page with bleed	307mm	x 220mm
Half Page Vertical	280mm	x 92mm
Half Page Horizontal	140mm	x 187mm
Quarter Page Vertical	140mm	x 92mm
Quarter Page Horizontal	68mm	x 187mm
Full Page DPS with bleed	307mm	x 430mm
Full Page DPS image size	287mm	x 410mm

**Publishing Date** | 6th January 2023  
**Booking Deadline** | 23 November 2022  
**Material Required By** | 6 December 2022

### Contact our team

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## MATERIAL SPECIFICATIONS

### Printing Details

- Web – offset
- Digital photos supplied should have resolution of 300 dpi
- Bleed size: 307mm deep x 220mm wide
- Trim size: 297mm deep x 210mm wide.
- Image size: 280mm deep x 187mm wide.
- DPS bleed size: 307mm deep x 430mm wide
- DPS trim size: 297mm deep x 420mm wide

**PLEASE DO NOT PUT CROP MARKS ON BLEED ADVERTS.**

### 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.

### 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.

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.