

# RURAL NEWS

TO ALL FARMERS, FOR ALL FARMERS

## 2023 MEDIA KIT

Rural News reaches all farmers with 77,800 copies printed by Inkwise and distributed by Reachmedia.

- 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



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).



facebook.com/ruralnews



twitter.com/Rural\_News

RURAL 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
Double Page Spread	39	14	546				\$19.95
Double Half Page	28	10	280				\$23.73
Full Page	39	7	273	\$25.65	\$25.01	\$24.37	\$23.73
More 100 col cms eg:	28	5	140	\$27.08	\$26.40	\$25.73	\$25.05
Less 100 col cms eg:	5	2	10	\$28.50	\$27.79	\$27.08	\$26.36

Casual rate \$28.50 per col cm

North Island \$19.80 per col cm (minimum size applies)

South Island \$14.65 per col cm (minimum size applies)

Show Features North, Central, Southern, \$13.70 per col cm

Rural Trader \$15.70 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:

**Lisa Wise**

Ph 027-369 9218

lisaw@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 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.

Lower Ground 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 2023

Issue	Publishing Date	Booking Deadline	Material Deadline
767	January 17	December 14, 2022	January 10
768	January 31	January 18	January 24
769	February 14	February 1	February 7
770	February 28	February 15	February 21
771	March 14	March 1	March 7
772	March 28	March 15	March 21
773	April 11	March 29	April 4
774	April 25	April 12	April 18
775	May 9	April 26	May 2
776	May 23	May 10	May 16
777	June 6	May 24	May 30
778	June 20	June 7	June 13
779	July 4	June 21	June 27
780	July 18	July 5	July 11
781	August 1	July 19	July 25
782	August 15	August 2	August 8
783	August 29	August 16	August 22
784	September 12	August 30	September 5
785	September 26	September 13	September 19
786	October 10	September 27	October 3
787	October 24	October 11	October 17
788	November 7	October 25	October 31
789	November 21	November 8	November 14
790	December 5	November 22	November 28
791	December 19	December 6	December 12
792*	January 16	December 20	January 9

\*2024

Lower Ground Floor,, 29 Northcroft Street, Takapuna 0622, Auckland



**RURAL NEWS GROUP**

- 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

## 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 with several ad placements highlighted in colored boxes:

- Premium banner (fixed position):** Located at the top right of the page.
- Top priority tile (fixed position):** A yellow tile on the right side of the featured content area.
- Standard banner:** A blue banner below the featured content.
- Top priority banner (fixed position):** A purple banner below the featured content.
- Standard tile (rotates position):** A green tile on the right side of the national news section.
- Website wrap (2 weeks):** A purple banner at the top of the website.
- Website wrap (1 month):** A purple banner at the bottom of the website.
- e-newsletter banner:** A red banner at the bottom of the page.
- priority e-newsletter banner:** A red banner at the bottom of the page.



**RURAL NEWS GROUP**

Lower Ground 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