

DAIRY NEWS

★ AUSTRALIA ★

MEDIA KIT

2012



The big news in the Dairy Industry



Dairy News Australia is a strongly independent publication delivering up-to-date news and information to dairy farmers nationwide, every month. Published by Rural News Group - a company with over 20 years experience publishing for progressive NZ farmers - Dairy News Australia delivers the expertise, advice and industry news farmers need to stay at the cutting edge. Like its sister publications, Rural News and Dairy News NZ, it brings the same uncompromising commitment to quality journalism for farmers.

In each issue, Dairy News covers the full spectrum of

- News
- Market Reports
- Agribusiness
- Management
- Animal Health Information
- Profiles
- Product and Machinery Updates

Statistics

Frequency: 11 issues a year

Circulation: 11,231

Dairy News is distributed to farm managers as well as owners increasing the readership to the decision makers on the property.

TABLOID (A3) SIZE



The big news in the Dairy Industry

DAIRY NEWS AUSTRALIA • FREE TO FARMERS EVERY MONTH

Column centimetres	Cost
Casual	\$15.00
500-1000	\$14.00
1001-2000	\$13.75
2001-5000	\$13.50
5000+	\$13.10

Rates include four colour printing

Preferred position loadings

Front cover (gloss) 7cm x 7 columns 100%

Inside front cover (gloss) 30%

Inside back cover (gloss) 20%

Outside back cover (gloss) 30%

Page 3 33%

Page 5 25%

ERHP or other specified 10%

Agency commission 10%

Inserts: Quotation on request

All prices are exclusive of GST

Publishing Dates & Deadlines for 2012

Issue	Booking Deadline	Camera Ready Deadline	Publishing Date
22	February 1	February 7	February 14
23	February 29	March 6	March 13
24	March 28	April 3	April 10
25	April 25	May 2	May 8
26	May 30	June 5	June 12
27	June 27	July 3	July 10
28	August 1	August 7	August 14
29	August 29	September 5	September 11
30	October 3	October 9	October 16
31	October 31	November 6	November 13
32	November 28	December 4	December 11 (Dec/Jan)

Material specifications

Printing Details

- Web – offset
 - Digital photos supplied should have resolution of 300 dpi
 - Full page print area: 390mm deep x 265mm wide.
 - Bleed adverts for Dairy News should measure 410mm deep x 290mm wide. Trim size is 400mm deep x 280mm wide.
- Please do not put crop marks on bleed adverts**

Material Requirements

- Delivery type accepted are CD or via email. A colour proof should also be provided.
- Adverts will not be accepted if supplied only as working files.
- All camera-ready adverts should be supplied as high resolution pdf files. For more information on Acrobat settings please contact RNG Publishing.
- 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.
- Colour photos must be CMYK corrected.
- Fonts should be converted to paths and embedded where applicable. Do not use compression

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 14mm for the gutter.

Typesetting

The RNG Publishing 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.

Ad delivery

Via quickcut or high res PDF to production@hydemedi.com.au

Refer to our website for full advertising terms & conditions.

www.ruralnews.co.nz



DAIRY NEWS

* AUSTRALIA *

What the industry has been waiting for



"An informative, user-friendly paper that gets straight to the point. Stories give you all the information you need without being too long. Every farmer would be able to get something beneficial to their business from reading the Dairy News."

John Martin, Irrewarra, Western Victoria

"It's good to have an entire newspaper dedicated to the industry, instead of a couple of pages of dairy in a general agriculture paper. I think it's just what the industry needed."

Lucas Licciardello, Kardella, Gippsland

"It has a broad range of stories, ensuring there is something of interest for all dairy farmers – from those running a pasture-based operation through to those with a high-input model. I've found it interesting to see how farmers from each state are faring throughout the year."

Rob Frampton, Gawler, Tasmania

Contact details



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