

## Deadlines

Publication date	On-sale date	Booking deadline	Ad Material deadline	Supplied Insert deadline
<b>2011</b>				
January	05 Jan 2011	29 Nov 2010	30 Nov 2010	No Inserts
February	07 Feb 2011	05 Jan 2011	07 Jan 2011	No Inserts
March	07 Mar 2011	02 Feb 2011	04 Feb 2011	No Inserts
April	25 Mar 2011	02 Mar 2011	04 Mar 2011	04 Mar 2011
May	22 Apr 2011	30 Mar 2011	01 Apr 2011	01 Apr 2011
June	27 May 2011	04 May 2011	06 May 2011	06 May 2011
July	24 Jun 2011	31 May 2011	02 Jun 2011	02 Jun 2011
August	22 Jul 2011	29 Jun 2011	01 Jul 2011	01 Jul 2011
September	26 Aug 2011	03 Aug 2011	05 Aug 2011	05 Aug 2011
October	23 Sep 2011	31 Aug 2011	02 Sep 2011	02 Sep 2011
November	31 Oct 2011	05 Oct 2011	07 Oct 2011	07 Oct 2011
December	25 Nov 2011	02 Nov 2011	04 Nov 2011	04 Nov 2011
<b>2012</b>				
January	28 Dec 2011	30 Nov 2011	02 Dec 2011	02 Dec 2011
February	31 Jan 2012	04 Jan 2012	06 Jan 2012	06 Jan 2011
March	27 Feb 2012	31 Jan 2012	02 Feb 2012	10 Feb 2011

\*Dates are subject to change without notice for time-critical advertising

## A unique advertising environment

### Intelligent Advertising For further information contact the NZX Agri field agent in your area

<b>Damian Buckley</b>	<b>National Advertising Manager &amp; Wellington</b> damian.buckley@nzx.com	06 323 1511
<b>Sophie Malone</b>	<b>Northland/Auckland</b> sophie.malone@nzx.com	06 323 1516
<b>Chelsea Millar</b>	<b>Waikato/Bay of Plenty</b> chelsea.millar@nzx.com	06 323 1510
<b>Sarah Remnant</b>	<b>Hawke's Bay, Wairarapa Classifieds &amp; Employment</b> classifieds@nzx.com	06 323 0765
<b>Nicola Lang</b>	<b>Manawatu, Rangitikei, Taranaki &amp; Kapiti</b> nicola.lang@nzx.com	06 323 0764
<b>Shirley Howard</b>	<b>Real Estate Advertising</b> shirley.howard@nzx.com	06 323 0760
<b>John Watson</b>	<b>Livestock advertising</b> john.watson@nzx.com	06 323 0761
<b>David Paterson</b>	<b>South Island</b> david.paterson@nzx.com	03 382 6143
<b>Lana Kieselbach</b>	<b>Production Manager</b> production@nzx.com	06 323 0735
<b>Courtney Turner</b>	<b>Material Co-ordinator</b> adcopy@nzx.com	06 323 0738



"I really enjoy Country-Wide. I get heaps out of it. It'll take me two or three days to read it an I'll go back to it. It's good for new technology, and when I can't go to field days because of time, it's all in there. Your staff are good and they know what they're talking about."  
**Matt Latham, Little River**



"With so many farming publications coming through the mail its hard to read them all. Country-Wide stands out so that's the one I definitely read. My boys use farm management information from it to help make decisions on running the farm. It's good to keep copies and refer back to them".  
**John Scott, King Country**

**NZX** Agri

# Country Wide

Growing Farming

# Good to Great

NZ pastoral farmers  
subscribe to more profit

**INSIDE:** New Zealand's leading farm management magazine delivers even more valuable content in a new format.



www.countrywide.co.nz

**NZX** Agri

Rates effective January 2011

# Going to the country? Ask us for directions

- Distribution: Subscribers and controlled circulation with selected partners
- Ask your local field agent for the most recent circulation and readership figures

# Intelligent advertising Leadership is a journey, not a destination

## Rates

**Full Page**

RATE:

Casual: \$3,600  
6x: \$3,400  
12x: \$3,200

280mm h x 186mm w

**Double Page Spread**

RATE:

Casual: \$6,480  
6x: \$6,120  
12x: \$5,760

280mm h x 404mm w

**1/2 Page Horizontal**

RATE:

Casual: \$2,520  
6x: \$2,268  
12x: \$2,100

140mm h x 186mm w

**1/2 Page DPS bleed 2 sides**

RATE:

Casual: \$5,040  
6x: \$4,536  
12x: \$4,200

140mm h x 420mm w (+ 5mm bleed)

**1/2 Page DPS bleed 3 sides**

RATE:

Casual: \$5,040  
6x: \$4,536  
12x: \$4,200

156mm h x 420mm w (+ 5mm bleed)

**Full Page bleed**

RATE:

Casual: \$3,600  
6x: \$3,400  
12x: \$3,200

297mm h x 210mm w (+ 5mm bleed)

**Double Page Spread bleed**

RATE:

Casual: \$6,480  
6x: \$6,120  
12x: \$5,760

297mm x 420mm (+ 5mm bleed)

**1/2 Page Horizontal**

RATE:

Casual: \$2,520  
6x: \$2,268  
12x: \$2,100

156mm h x 210mm w (+ 5mm bleed)

**1/4 Page Portrait**

RATE:

Casual: \$1,260  
6x: \$1,134  
12x: \$1,050

269mm h x 59mm w

**1/4 Page Portrait bleed**

RATE:

Casual: \$1,260  
6x: \$1,134  
12x: \$1,050

297mm h x 66mm w (+ 5mm bleed)

**1/4 Page Horizontal**

RATE:

Casual: \$1,260  
6x: \$1,134  
12x: \$1,050

70mm h x 186mm w

**1/4 Page Horizontal bleed**

RATE:

Casual: \$1,260  
6x: \$1,134  
12x: \$1,050

85mm h x 210mm w (+ 5mm bleed)

**1/2 Page Pony**

RATE:

Casual: \$2,520  
6x: \$2,268  
12x: \$2,100

170mm h x 122mm w

**2/3 Page Portrait**

RATE:

Casual: \$3,360  
6x: \$3,024  
12x: \$2,800

269mm h x 122mm w

**2/3 page Portrait bleed**

RATE:

Casual: \$3,360  
6x: \$3,024  
12x: \$2,800

297mm h x 130mm w (+ 5mm bleed)

## Inserts

Delivered to all NZ subscribers: \$1500

**Insert definition:** Paper/card based insert only. Maximum weight 10 grams, maximum size 285mm deep x 200mm wide.

**All other innovative options are POA. Contact your local field agent today.**

**1/4 Page Standard**

RATE:

Casual: \$1,260  
6x: \$1,134  
12x: \$1,050

140mm h x 91mm w

**1/4 Page Proportional**

RATE:

Casual: \$1,260  
6x: \$1,134  
12x: \$1,050

90mm h x 122mm w

## TOP PADDOCK CLASSIFIEDS

Size	Casual	6x	12x
1/4 Page portrait	\$660	\$630	\$600
1/4 Page horizontal	\$660	\$630	\$600
1/6 Page portrait	\$440	\$420	\$400
1/6 Page horizontal	\$440	\$420	\$400
1/8 Page	\$330	\$315	\$300
1/12 Page short	\$220	\$210	\$200
1/12 Page tall	\$220	\$210	\$200
1/24 Page	\$110	\$105	\$100

Special positions	Casual	6x	12x
Inside front cover DPS pg 2 & 3	\$7200	\$6800	\$6400
DPS page 4 & 5	\$7200	\$6800	\$6400
Outside back cover	\$4500	\$4250	\$4000
Page 6/7 Contents (1/4 DPS)	-	-	\$3600
Page 8 1/4 page	\$1512	\$1361	\$1260
Page 10 Full page	\$3960	\$3740	\$3520
Page 13 1/2 page	\$3024	\$2772	\$2520
Page 14 Full page	\$3960	\$3740	\$3520
Page 17 Full page	\$3960	\$3740	\$3520
Page 20 1/2 page (Letters)	\$3024	\$2722	\$2520
Page 21 1/2 page (Letters)	\$3024	\$2722	\$2520
Page 22/23 1/4 pg DPS (Notebook)	-	-	\$3600
Page 24 1/4 pg Farm Facts - Agrifax	-	-	\$2100
Page 25 1/4 pg Farm Facts - NIWA	-	-	\$2100
Page 27 1/4 page	\$1512	\$1361	\$1260
Page 28/29 Half page DPS	\$5544	\$4990	\$4620

## RATES

Advertising campaign rates per ccm	Casual	6x	12x
CCM rate (2,4 or 6 cols)	\$30	\$27	\$25
Farm Solutions adverts are 10% off rate card			

## Column Widths

Cols	1	2	3	4	5	6
mm	27	59	91	122	154	186

## Additional notes

Cropmarks and page information must be offset 5mm (outside bleed)  
Live type area is 16mm inside trim  
Gutter is 32mm  
Magazine is perfect bound

**Please send all advert material to [adcop@nzx.com](mailto:adcop@nzx.com)**

All rates include full colour, are commission bearing and exclude GST



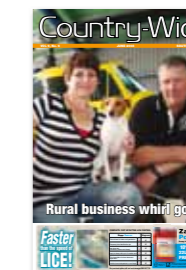
1978



1988



1998



2008



2011

# Country Wide

Growing Farming

New Zealand's number one pastoral farming management magazine

## EDITOR'S PLEDGE

**"To deliver value to subscribers through exclusivity of content, quality of writing and excellent design."**

– Terry Brosnahan, Editor Country-Wide

