

Deadlines

THE NEW ZEALAND Farmers Weekly

Issue Number	Publication MONDAY	Real Estate & ROP TUESDAY Booking 3pm Material 5pm	Classifieds WEDNESDAY Booking/Material 12noon
Jan 1	10 Jan	05 Jan (Wed)	05 Jan
2	17 Jan	11 Jan	12 Jan
3	24 Jan	18 Jan	19 Jan
4	31 Jan	25 Jan	26 Jan
Feb 5	07 Feb	01 Feb	02 Feb
6	14 Feb	08 Feb	09 Feb
7	21 Feb	15 Feb	16 Feb
8	28 Feb	22 Feb	23 Feb
Mar 9	07 Mar	01 Mar	02 Mar
10	14 Mar	08 Mar	09 Mar
11	21 Mar	15 Mar	16 Mar
12	28 Mar	22 Mar	23 Mar
Apr 13	04 Apr	29 Mar	30 Mar
14	11 Apr	05 Apr	06 Apr
15	18 Apr	12 Apr	13 Apr
16	25 Apr	18 Apr (Mon)	19 Apr (Tues)
May 17	02 May	26 May	27 May
18	09 May	03 May	04 May
19	16 May	10 May	11 May
20	23 May	17 May	18 May
21	30 May	24 May	25 May
Jun 22	06 Jun	31 May	01 Jun
23	13 Jun	07 Jun	08 Jun
24	20 Jun	14 Jun	15 Jun
25	27 Jun	21 Jun	22 Jun

Issue Number	Publication MONDAY	Real Estate & ROP TUESDAY Booking 3pm Material 5pm	Classifieds WEDNESDAY Booking/Material 12noon
Jul 26	04 Jul	28 Jul	29 Jul
27	11 Jul	05 Jul	06 Jul
28	18 Jul	12 Jul	13 Jul
29	25 Jul	19 Jul	20 Jul
Aug 30	01 Aug	26 Jul	27 Jul
31	08 Aug	02 Aug	03 Aug
32	15 Aug	09 Aug	10 Aug
33	22 Aug	16 Aug	17 Aug
34	29 Aug	23 Aug	24 Aug
Sep 35	05 Sep	30 Aug	31 Aug
36	12 Sep	06 Sep	07 Sep
37	19 Sep	13 Sep	14 Sep
38	26 Sep	20 Sep	21 Sep
Oct 39	03 Oct	27 Sep	28 Sep
40	10 Oct	04 Oct	05 Oct
41	17 Oct	11 Oct	12 Oct
42	24 Oct	18 Oct	19 Oct
43	31 Oct	25 Oct	26 Oct
Nov 44	07 Nov	01 Nov	02 Nov
45	14 Nov	07 Nov (Mon)	08 Nov (Tues)
46	21 Nov	15 Nov	16 Nov
47	28 Nov	22 Nov	23 Nov
Dec 48	05 Dec	29 Nov	30 Nov
49	12 Dec	06 Dec	07 Dec
50	19 Dec	13 Dec	14 Dec

DairyExporter

Publication Date	On-sale Date	Booking deadline	Ad Material deadline	Inserts deadline
2011				
January	17 Jan 2011	08 Dec 2010	10 Dec 2010	16 Dec 2010
February	14 Feb 2011	18 Jan 2011	20 Jan 2011	31 Jan 2011
March	14 Mar 2011	16 Feb 2011	18 Feb 2011	28 Feb 2011
April	11 Apr 2011	16 Mar 2011	18 Mar 2011	28 Mar 2011
May	09 May 2011	11 Apr 2011	13 Apr 2011	21 Apr 2011
June	13 Jun 2011	18 May 2011	20 May 2011	30 May 2011
July	11 Jul 2011	15 Jun 2011	17 Jun 2011	27 Jun 2011
August	08 Aug 2011	13 Jul 2011	15 Jul 2011	25 Jul 2011
September	12 Sep 2011	17 Aug 2011	19 Aug 2011	29 Aug 2011
October	10 Oct 2011	14 Sep 2011	16 Sep 2011	26 Sep 2011
November	14 Nov 2011	18 Oct 2011	20 Oct 2011	28 Oct 2011
December	12 Dec 2011	16 Nov 2011	18 Nov 2011	28 Nov 2011
2012				
January	09 Jan 2012	07 Dec 2011	09 Dec 2011	16 Dec 2011

Country Wide

Publication Date	On-sale Date	Booking deadline	Ad Material deadline	Inserts deadline
2011				
January	23 Dec 2010	29 Nov 2010	30 Nov 2010	No Inserts
February	28 Jan 2011	05 Jan 2011	07 Jan 2011	No Inserts
March	25 Feb 2011	02 Feb 2011	04 Feb 2011	No Inserts
April	25 Mar 2011	02 Mar 2011	04 Mar 2011	04 Mar 2011
May	22 April 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	23 Dec 2011	30 Nov 2011	02 Dec 2011	02 Dec 2011
2012				
January	23 Dec 2011	30 Nov 2011	02 Dec 2011	02 Dec 2011
February	31 Jan 2012	04 Jan 2012	06 Jan 2012	06 Jan 2012
March	27 Feb 2012	01 Feb 2012	03 Feb 2012	03 Feb 2012

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

► Bookings and General Enquiries
Shirley Howard
DDI 06 323 0760
shirley.howard@nzx.com

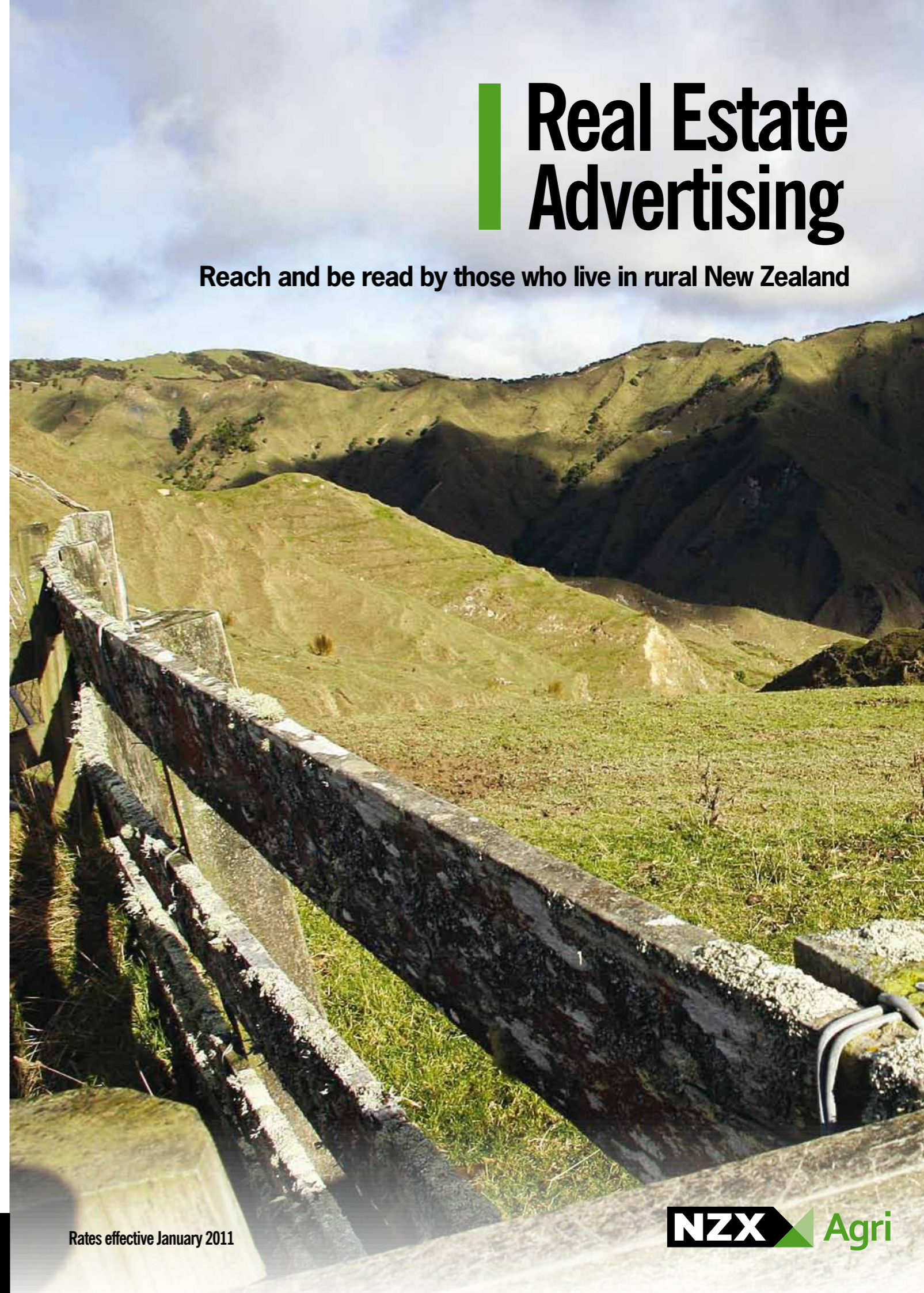
► Production Enquiries
Lana Kieselbach
production@nzx.com

► Ad Copy
DDI 06 323 0738
adcopy@nzx.com

► www.nzxagri.com

Real Estate Advertising

Reach and be read by those who live in rural New Zealand



Rates effective January 2011



- Free to New Zealand farmers
- Delivered to approximately 80,000+ registered rural box holders throughout New Zealand, ask your local field agent for the most recent circulation and readership figures
- Last to print, first to farm gate
- Leading in valued content
- Hard copy and online

- 'Most Valued' by Dairy Farmers
- Highest pass on rate of all dairy publications
- Targets leading dairy farm owners, herd managers and share milkers

- Valuable farm management information for every progressive pastoral farmer

• Ask your local field agent for the most recent circulation and readership figures

Casual Booking

Full Page
Rate: \$3,250

390mm h x 265mm w

1/2 Page
Rate: \$1,625

185mm h x 265mm w

Deadlines

Bookings - 3pm. Every Tuesday prior to publication*

Material - 5pm. Every Tuesday prior to publication*

*Except one day earlier to allow for Easter (Mon April 18) and also Canterbury Anniversary weekend (Mon November 7)

1/4 Page
Rate: \$875

185mm h x 130mm w

1/4 Page Strip
Rate: \$875

90mm h x 265mm w

1/8 Page
Rate: \$460

90mm h x 130mm w

Casual Booking

Full Page
Rate:
Country-Wide: \$2,580
Dairy Exporter: \$2,360

280mm h x 186mm w

1/2 Page Landscape
Rate:
Country-Wide: \$1,296
Dairy Exporter: \$1,180

140mm h x 186mm w

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

1/4 Page Standard
Rate:
Country-Wide: \$645
Dairy Exporter: \$590

140mm h x 91mm w

1/4 Page Horizontal
Rate:
Country-Wide: \$645
Dairy Exporter: \$590

70mm h x 186mm w

1/4 Page Proportional
Rate:
Country-Wide: \$645
Dairy Exporter: \$590

90mm h x 122mm w

Contract Bookings

	No. Inserts	Rate	Save
Casual bookings	1-3	rate card	-
	4 +	rate card less 10%	10%
Full Page	12	on contract \$2850 pp	\$4800
	13-40	on contract \$2750 pp	\$500 pp
	41-50	on contract \$2650 pp	\$600 pp
	51 +	on contract \$2550 pp	\$35,000 +

Contract Bookings

DairyExporter

	No. Inserts	Rate	Save
Casual bookings	1-3	rate card	-
	4 +	rate card less 10%	10%
Full Page	12 on contract	\$2070	\$3480 pp

CountryWide

	No. Inserts	Rate	Save
Casual bookings	1-3	rate card	-
	4 +	rate card less 10%	\$258 pp
Full Page	12 on contract	\$2090	\$490 pp