



YOUNG country

www.youngcountry.co.nz

MEDIA KIT 2012

Go on...rattle your dags

Publication date	On-sale date	Booking deadline
2012		
January/February	19 Dec 2011	23 Nov 2011
March/April	20 Feb 2012	24 Jan 2012
May/June	23 Apr 2012	26 Mar 2012
July/August	25 Jun 2012	29 May 2012
September/October	20 Aug 2012	25 Jul 2012
November/December	23 Oct 2012	28 Sep 2012

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

Intelligent Advertising

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

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Get in behind, the future of farming

WHAT WE KNOW ABOUT OUR READERS*

- Pass on rate 4 people per magazine
- Opening rate 5 times per magazine giving us a readership of 15,870 based on subscribers and retail sales at 20 May 2011
- Ratio is 55:45 dairy and sheep/beef
- Readership is as young as seven right through to the retired farmers with the majority aged between 25-35
- Every member of Young Farmers Association receives a subscription with their membership

* 2011 Young Country Readership Survey



“With the management reins passed on to me from the old man, I need to be on the ball about new products and current issues. Young Country ticks all the boxes including a bit of humor and articles I can relate to.”

– Nathan Ebbett
Lincoln University Farm Management
Graduate, Pahiatua

“Young Country hits the mark. It captures young rural NZ and spits it out in such a positive and entertaining way. The pictures are fantastic and the stories are a great read.”

– Ben Allomes
Woodville

“Young Country not only captures its target audience beautifully, but also draws a much wider pool with stories covering the interests of a broad range of people. The passion and creativity of the Young Country team shines through in the diversity and fresh approach from issue to issue.”

– Erin Maher
Wellington

NZX Agri

YOUNG country

SPECIFICATIONS	PRICES	DEPTH X WIDTH
Full page	\$ 2800	280mm x 186mm
Full page bleed	\$ 2800	297mm x 210mm (+ 5mm bleed)
DPS	\$ 4800	280mm x 404mm
DPS bleed	\$ 4800	297mm x 420mm (+ 5mm bleed)
2/3 page portrait	\$ 2000	269mm x 122mm
2/3 page portrait bleed	\$ 2000	297mm x 130mm (+ 5mm bleed)
1/2 page horizontal	\$ 1500	140mm x 186mm
1/2 page horizontal bleed	\$ 1500	156mm x 210mm (+ 5mm bleed)
1/2 page pony	\$ 1500	170mm x 122mm
1/2 page DPS (bleed sides only)	\$ 3000	140mm x 420mm (+ 5mm bleed)
1/2 page DPS (bleed 3 sides)	\$ 3000	156mm x 420mm (+ 5mm bleed)
1/4 page standard	\$ 900	140mm x 91mm
1/4 page horizontal	\$ 900	70mm x 186mm
1/4 page horizontal (bleed 3 sides)	\$ 900	86mm x 210mm (+ 5mm bleed)
1/4 page proportional	\$ 900	90mm x 122mm
1/3 page portrait	\$ 1200	269mm x 59mm
1/3 page portrait (bleed 3 sides)	\$ 1200	297mm x 66mm (+ 5mm bleed)
1/3 page horizontal	\$ 1200	90mm x 186mm
1/3 page horizontal bleed	\$ 1200	106mm x 210mm (+ 5mm bleed)
Careers 1/8 page	\$ 200	66mm x 91mm
Careers 1/4 page strip	\$ 400	66mm x 186mm
Careers 1/4 page standard	\$ 400	135mm x 91mm

Special positions	Casual
Outside back cover	\$4000
DPS Inside front cover. Pg 2/3	\$5200

* Other preferred positions: rate plus 10%

Mates Rates

Full page 280mm x 186mm \$2800	Full page bleed 297mm x 210mm (+ 5mm bleed) Live type area is 10mm inside trim on all edges	DPS 280mm x 404mm 20mm gutter \$4800	DPS bleed 297mm x 420mm (+ 5mm bleed) 20mm gutter Live type area is 10mm on all edges	1/3 page portrait 269mm x 59mm \$1200	Careers 1/8 page 66mm x 91mm 1/4 page 135mm x 91mm Strip 66mm x 186mm
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Additional notes

Cropmarks and page information must be offset 5mm (outside bleed)

Magazine is saddle stitched

Paper stock - Cover: 200 gsm Gloss. Text: 95 gsm Matt

Circulation: By subscription

Frequency: Two-monthly

Distribution: Subscribers and controlled circulation with selected partners.

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

Cover Price: Only 8 bucks

Inserts

Delivered to all NZ subscribers: POA

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.

Gear Guide

\$150 each

Maximum 7 products per page



Production Enquiries

Lana Kieselbach - Production Manager

Ph: 06 323 0735 Email: production@nzx.com

Please send all advert material to adcopy@nzx.com

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