

Classified Advertising

Place your classified advertising in the publications farmers read!

- ▶ **The NZ Farmers Weekly** – New Zealand's No. 1 free farming newspaper
- ▶ **www.farmersweeklyjobs.co.nz** – the online destination for employment opportunities in the New Zealand agri industry, for advertisers in The NZ Farmers Weekly
- ▶ **Country-Wide** (Northern and Southern) – New Zealand's leading monthly free farming magazine
- ▶ **NZ Dairy Exporter** – the New Zealand dairy magazine, since 1925, subscription
- ▶ **The Deer Farmer** – New Zealand's specialist deer farming magazine for 30 years, subscription
- ▶ **Young Country** – launched in mid 2009 to inspire future agricultural generations, subscription

Worth the read

Based in global headquarters Feilding, our Agri Inform team gets meaningful information to farmers, each week, every month and annually, direct to their letterbox.

Our other publications are targeted at those interested in the topic and are subscription based – ideal for specialist advertisers.

Farmers tell us our publications are worth reading – so call us to discuss how your classified advertising will get the best results in our publications!



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REACH, FREQUENCY, NEWSY AND WELL READ

► The NZ Farmers Weekly – New Zealand's No. 1 free farming newspaper

- Free to all farmers: high readership, high frequency, worth reading, available digitally.
- Number 1 in market news and information
- Delivered from every Monday to all farmers since 2003.



REACH, MONTHLY, RESPECT, LONG LASTING, BRAND BUILDING

► Country-Wide (Northern and Southern) – New Zealand's leading monthly free farming management magazine

- Since 1978 – all North Island farmers
- Since 2000 – all South Island farmers
- Free to all farmers: high readership, high pass on rate, worth reading, long lasting, brand building
- Important information for North and South Island farmers
- Leads competitive publications in ratings for what matters to farmers; R&D, livestock and animal health, farm management and pasture management.



TARGETING FARMERS WITH SPECIAL INTERESTS

- NZ Dairy Exporter – monthly
the New Zealand dairy magazine, since 1925, subscription.
- The Deer Farmer - two-monthly
New Zealand's specialist deer farming magazine for 30 years, subscription

- Annual Specialist Publications;
Heartland Beef –
dedicated entirely to beef production, performance and profitability
- Heartland Sheep –
dedicated entirely to sheep production, performance and profitability
- Deer Farming Annual –
yep, you guessed it! Dedicated entirely to deer production, performance and profitability



THE FUTURE AGRI-GENERATION

- Young Country -
launched in mid 2009, is a fresh and inspirational magazine targeted at 18 - 35 year olds, while also capturing 'young at heart' farmers and agribusiness leaders in New Zealand.