

Dates and Deadlines

Q4 2010

A3, gloss tabloid nationwide, 81,000

Publication date	Booking deadline	Material deadline	On-sale date
October	15 September	17 September	4 October
November	13 October	15 October	2 November
December	17 November	19 November	6 December

Q1 2011

A4, magazine, circulation 81,000

Publication date	Booking deadline	Material deadline	On-sale date
January	29 November	30 November	23 December
February	5 January	7 January	28 January
March	2 February	4 February	25 February

Q2 2011

A4, magazine, circulation by subscription

Publication date	Booking deadline	Material deadline	On-sale date
April	2 March	4 March	25 March
May	30 March	1 April	22 April
June	4 May	6 May	27 May
July	31 May	2 June	24 June
August	29 June	1 July	22 July
September	3 August	5 August	26 August
October	31 August	2 September	23 September
November	5 October	7 October	31 October
December	2 November	4 November	25 November

2012

January	30 November	2 December	23 December
February	4 January	6 January	31 January
March	1 February	3 February	27 September

Rates

2010 OCTOBER - DECEMBER

Country-Wide same A3, gloss format, nationwide

Run of publication rates	Casual	All 3 months
Full page	5,300	5,300
Half Page	4340	4340
Inside Front DPS	10,600	10,600
Double page spread	9,540	9,540
Ccm rate	33	31

2011 COUNTRY-WIDE

The farm management magazine

FROM APRIL 2011 ONWARDS

Size – A4 magazine	Jan-Mar only	Casual	6x	12x
Full page	4550	3600	3400	3200
Half page	3360	2520	2268	2100
Quarter page	1680	1260	1134	1050
Double page	8190	6480	6120	5760
Ccm rate (2,4 or 6 columns)	40	30	27	25

FROM APRIL 2011 ONWARDS

Special positions	Jan-Mar only	Casual	6x	12x
Inside front cover DPS pg 2 & 3	9100	7200	6800	6400
Outside back cover	5688	4500	4250	4000
Page 5 half page	4032	3024	2722	2520
Page 6 Full page	5005	3960	3740	3520
Page 7 Quarter page	2016	1512	1361	1260
Page 9 Quarter page	1848	1386	1248	1155
Page 11 Quarter page	1848	1386	1248	1155
Page 12 Full page	5005	3960	3740	3520
Page 13 Quarter page	1848	1386	1248	1155
Page 14 Full page	5005	3960	3740	3520
Page 17 Full page	5005	3960	3740	3520
Page 18 Quarter page	1848	1386	1248	1155
Page 19 Quarter page	1848	1386	1248	1155
Page 20/21 Half page DPS	6720	5040	4536	4200

Other preferred positions rate plus 10%

TOP PADDOCK - CLASSIFIEDS

Size	1x	6x	12x
1/4 page portrait	\$660	\$630	\$600
1/4 page landscape	\$660	\$630	\$600
1/6 page portrait	\$440	\$420	\$400
1/6 page landscape	\$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

REAL ESTATE RATES

Size	Casual	4x	12x
Full Page	2580	2322	2090
Half Page	1290	1160	1044
Quarter Page	645	580	522

Column Widths

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

All rates include full colour & exclude GST
All rates are agency commission bearing

Contact Us

For all advertising enquiries contact your local NZX Agri field agent or -
Freephone: 0800 85 25 80 **Email:** agrisales@nzx.com
NZX Agri HQ, 8 Weld Street, PO Box 529, Feilding, 4740, New Zealand.



Country Wide
good
to great





What's changing?

- Northern & Southern Nationwide
- A3 Size A4 Size
- Free Subscription
- Good Content Great Content

New Zealand's most important farm management magazine is now New Zealand's most important farm management tool.

- | | | |
|------------------------|---|--|
| Bridging phase: | October-December 2010
(Q4 2010, 3 months) | <ul style="list-style-type: none"> • Same A3 gloss format • One publication nationwide, combining the Northern and Southern editions • Circulation 81,000 • 3 months only |
| Launch phase: | January-March 2011
(Q1 2011, 3 months) | <ul style="list-style-type: none"> • Brand new look • A4 perfect-bound magazine • Circulation 81,000 • Every farmer nationwide • Huge impact! Huge readership! • A once in a lifetime marketing opportunity! |
| Eternal phase: | April 2011-onwards | <ul style="list-style-type: none"> • 100% subscription • New Zealand's most progressive pastoral farmers publication • No wastage • Mailed direct to your target market |

Going to the country? Ask us for directions

Research gives you directions on where best to invest your marketing dollar. Research gives us directions on where to invest in the information farmers value.

1. 64% of farmers mentioned farming publications as their information source.³ (second was neighbours/ other farmers/family/friends on 29%)
2. If Country-Wide was no longer available, 60% of farmers¹ would miss it – they value Country-Wide.
3. If Country-Wide became subscription-only, 80% of readers¹ would pay for it (depending on the subscription price)
4. Country-Wide has increased its readership by 42,000 in the last 12 months (to April 2010)² – valuable farm management information is increasingly important.
5. An average of 96,000 readers opened Country-Wide every month in the 12 months to 2 April 2010.
6. 52% of readers rate Country-Wide 7+ (out of 10) for most worthwhile reading³
7. 16% of readers rate Country-Wide 9+ (out of 10) for most worthwhile reading³
8. More farmers rate Country-Wide their first choice for articles on farm management, R & D, livestock, animal health and pasture management – all articles of great importance to successful farming operations.^{3 & 4}
9. When you compare the alternatives, the NZX Agri publications are leaders in every category. An average of 109 pieces of mail arrive in rural letterboxes every week.⁵ Busy farmers have to filter, skim and bin a large percent of that clutter. Choose your marketing environment wisely.

1 TNS Conversa December 2009
2 Roy Morgan April 2010
3 TNS Conversa April 2010
4 Colmar Brunton September 2007
5 NZ Post figures

TOP LINE

Only Roy Morgan compares all the titles

12 months to:	FW	SF	RN	CW	DE	DM	DN
April 2009	130	124	118	54	37	33	26
January 2010	145	135	122	80	43	40	32
April 2010	153	137	131	96	47	45	32
+/- last 12 months	+23	+13	+13	+42	+10	+12	+6
	NEWS			MGMT		DAIRY	

000's of readers

From Roy Morgan monthly readership survey of all publications

Directions to the most effective advertising environment

IN-DEPTH

Only TNS Conversa asked farmers the hard questions

When TNS Conversa asked farmers:

"In terms of being worthwhile reading, how worthwhile is (publication name)?"

The results confirmed NZX Agri is heading in the right direction.

All farmers:	7+	9+	Dairy farmers only:	7+	9+
NZ Farmers Weekly*	59%	19%	NZ Dairy Exporter*	74%	27%
Country-Wide*	52%	16%	The Dairyman	48%	7%
Rural News	41%	6%	Dairy News	40%	8%
Straight Furrow	50%	10%			

*NZX Agri publications Source: TNS Conversa - April 2010

Rating out of 10

1 = Not worth reading 10 = Extremely worth reading

For a further look at all of the latest results visit www.nzxagri.com

