

Deadlines

THE NEW ZEALAND Farmers Weekly

Issue number	Publication MONDAY	Livestock WEDNESDAY Booking Noon Material 5pm
Jan 1	09 Jan	04 Jan
2	16 Jan	10 Jan
3	23 Jan	17 Jan
4	30 Jan	24 Jan
Feb 5	06 Feb	31 Jan
6	13 Feb	07 Feb
7	20 Feb	14 Feb
8	27 Feb	21 Feb
Mar 9	05 Mar	28 Feb
10	12 Mar	06 Mar
11	19 Mar	13 Mar
12	26 Mar	20 Mar
Apr 13	02 Apr	27 Mar
14	09 Apr	02 Apr (Mon)
15	16 Apr	10 Apr
16	23 Apr	17 Apr
17	30 Apr	23 Apr (Mon)
May 18	07 May	01 May
19	14 May	08 May
20	21 May	15 May
21	28 May	22 May
Jun 22	04 Jun	29 May
23	11 Jun	05 Jun
24	18 Jun	12 Jun
25	25 Jun	19 Jun

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

Dairy Exporter

Publication date	On-sale date	Booking deadline	Ad material deadline	Inserts deadline
2012				
January	9 Jan 2012	7 Dec 2011	9 Dec 2011	16 Dec 2011
February	14 Feb 2012	17 Jan 2012	19 Jan 2012	27 Jan 2012
March	12 Mar 2012	15 Feb 2012	17 Feb 2012	24 Feb 2012
April	11 Apr 2012	14 Mar 2012	16 Mar 2012	23 Mar 2012
May	14 May 2012	17 Apr 2012	19 Apr 2012	27 Apr 2012
June	12 Jun 2012	16 May 2012	18 May 2012	25 May 2012
July	16 Jul 2012	20 Jun 2012	22 Jun 2012	29 Jun 2012
August	13 Aug 2012	18 Jul 2012	20 Jul 2012	27 Jul 2012
September	10 Sep 2012	15 Aug 2012	17 Aug 2012	24 Aug 2012
October	8 Oct 2012	12 Sep 2012	14 Sep 2012	21 Sep 2012
November	12 Nov 2012	16 Oct 2012	18 Oct 2012	26 Oct 2012
December	10 Dec 2012	14 Nov 2012	16 Nov 2012	23 Nov 2012

Country Wide

Publication date	On-sale date	Booking deadline	Ad material deadline	Inserts deadline
2012				
January	22 Dec 2011	30 Nov 2011	2 Dec 2011	2 Dec 2011
February	31 Jan 2012	4 Jan 2012	6 Jan 2012	6 Jan 2012
March	27 Feb 2012	31 Jan 2012	2 Feb 2012	10 Feb 2012
April	26 Mar 2012	29 Feb 2012	2 Mar 2012	9 Mar 2012
May	1 May 2012	2 Apr 2012	3 Apr 2012	5 Apr 2012
June	28 May 2012	2 May 2012	4 May 2012	11 May 2012
July	2 Jul 2012	6 Jun 2012	8 Jun 2012	15 Jun 2012
August	30 Jul 2012	4 Jul 2012	6 Jul 2012	13 Jul 2012
September	27 Aug 2012	1 Aug 2012	3 Aug 2012	10 Aug 2012
October	24 Sep 2012	29 Aug 2012	31 Aug 2012	7 Sep 2012
November	30 Oct 2012	3 Oct 2012	5 Oct 2012	12 Oct 2012
December	26 Nov 2012	31 Oct 2012	2 Nov 2012	9 Nov 2012

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

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Livestock



MEDIA KIT 2012



Rates effective January 2012



Every farmer Every week News that matters

- 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





New Zealand's Premium Dairy Publication since 1925


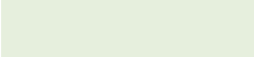
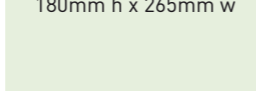
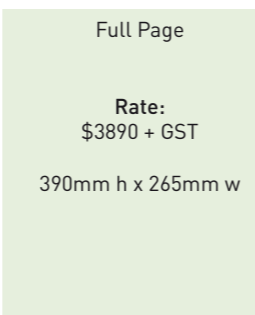
- 'Most Valued' by Dairy Farmers
- Highest pass on rate of all dairy publications
- Targets leading dairy farm owners, herd managers and share milkers

New Zealand's leading farm management magazine for essential farm management information

- Valuable farm management information for every progressive pastoral farmer

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


<p>11x2</p> <p>Rate: \$308 + GST</p> <p>110mm h x 63mm w</p> 	<p>15x3</p> <p>Rate: \$630 + GST</p> <p>150mm h x 97mm w</p> 	<p>9x4</p> <p>Rate: \$504 + GST</p> <p>90mm h x 130mm w</p> 	<p>10x4</p> <p>Rate: \$360 + GST</p> <p>100mm h x 130mm w</p> 
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<p>18x4 1/4 Page</p> <p>Rate: \$1008 + GST</p> <p>180mm h x 130mm w</p> 	<p>10x8</p> <p>Rate: \$1080 + GST</p> <p>100mm h x 265mm w</p> 	<p>18x8 Half Page</p> <p>Rate: \$1945 + GST</p> <p>180mm h x 265mm w</p> 	<p>Full Page</p> <p>Rate: \$3890 + GST</p> <p>390mm h x 265mm w</p> 
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6x2

Rate:
\$168 + GST

60mm h x 63mm w



The NZ Farmers Weekly

SalesWatch


The livestock market report to you first

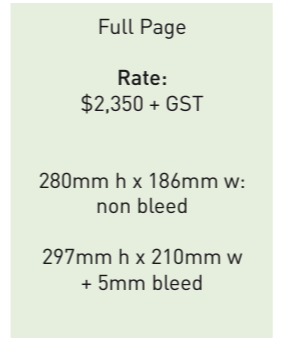
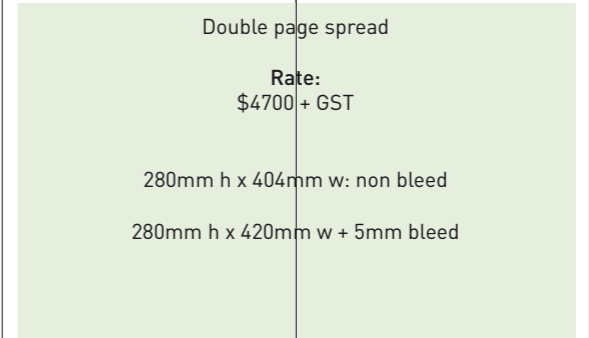
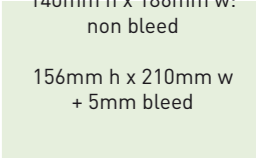
To view bull sales results and a breeders directory go to www.saleswatch.co.nz

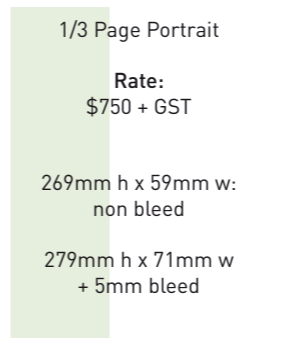
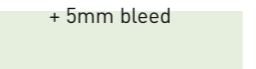


12x3

Rate:
\$504 + GST

120mm h x 97mm w



<p>Full Page</p> <p>Rate: \$2,350 + GST</p> <p>280mm h x 186mm w: non bleed</p> <p>297mm h x 210mm w + 5mm bleed</p> 	<p>Double page spread</p> <p>Rate: \$4700 + GST</p> <p>280mm h x 404mm w: non bleed</p> <p>280mm h x 420mm w + 5mm bleed</p> 	<p>Half page landscape</p> <p>Rate: \$1,170 + GST</p> <p>140mm h x 186mm w: non bleed</p> <p>156mm h x 210mm w + 5mm bleed</p> 
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<p>1/3 Page Portrait</p> <p>Rate: \$750 + GST</p> <p>269mm h x 59mm w: non bleed</p> <p>279mm h x 71mm w + 5mm bleed</p> 	<p>1/4 Page Horizontal</p> <p>Rate: \$550 + GST</p> <p>70mm h x 186mm w: non bleed</p> <p>85mm h x 210mm w + 5mm bleed</p> 	<p>1/4 Page Standard</p> <p>Rate: \$550 + GST</p> <p>140mm h x 91mm w</p> 	<p>1/4 Page Proportional</p> <p>Rate: \$550 + GST</p> <p>90mm h x 122mm w</p> 
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► Livestock - Advertising campaign rates per ccm

8 column display advertising	1 Insertion	2 Inserts	5 Inserts	10+ Inserts
Rate	\$14	\$14	\$14	\$14

► Classifieds

8 cols per page

Columns	1	2	3	4	5	6	7	8
(mm)	30	63	97	130	164	197	231	265

► Deadlines

Bookings - Noon. Every Wednesday prior to publication*

Material - 5pm. Every Wednesday prior to publication*

*Except one day earlier for the week of public holidays to allow for tighter timeframes.

► Display Advertising

6 cols per page

Columns	1	2	3	4	5	6
(mm)	27	59	91	122	154	186

► Inserts

Delivered to all NZ subscribers: POA
Insert definition: Paper/card based insert only.

Maximum weight 10 grams
Maximum size 285mm high x 200mm wide

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

► Additional notes

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

Magazine is perfect bound, so please be aware that the live type area is 16mm inside trim. Allow 32mm gutter for DPS adverts.

Paper stock - Cover: 170 gsm Matt. Body: 82 gsm Matt
All rates include full colour, are commission bearing and exclude GST.

Please send all advert material to adcopy@nznx.com