

# Heartland Beef

**One publication  
One price  
Every farmer  
Brilliant value**



**Heartland Beef is the nations most farmer-supported and well-read beef management magazine.**

- ▶ **Heavy covers/gloss throughout**
- ▶ **Great presentation of your ads**
- ▶ **Long life reference**
- ▶ **NZ's number one stud directory**

Your ad will be seen again and again by the nations most progressive beef farmers.

**Book now!**

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## COMMERCIAL RATE CARD



Size	mm deep x mm wide	price	Size	price
1/8 page landscape	90 x 130	\$650	Front page solus (70mm x 265mm)	\$2950
1/4 page portrait	185 x 130	\$1150	Inside front cover DPS (390mm x 530mm)	\$6820
1/4 page landscape	90 x 265	\$1150	Outside back cover full page	\$3720
1/2 page landscape	180 x 265	\$1850	Inside back cover full page	\$3200
A4	250 x 197	\$1950	Double page spread	\$5890
Full page	390 x 265	\$3100	Centre spread DPS	\$6200
			Four page centre pull out	\$9920

Other sizes welcome at \$17/ccm (8 columns). Preferred positions - rate plus 10%  
 All rates include full colour, exclude GST and are commission bearing

## HEARTLAND BEEF - PUBLISHED 1st May 2010

Booking & editorial deadline 21 April

Advertising copy deadline 23 April

**Book now to secure great positions in the leading beef publication of the 2010 season**