

Deadlines

THE NEW ZEALAND Farmers Weekly

Issue number	Publication MONDAY	Real Estate & ROP TUESDAY Booking 3pm 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	Real Estate & ROP TUESDAY Booking 3pm 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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Real Estate Advertising

Reach and be read by those who live in rural New Zealand



Rates effective January 2012



- 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

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

- Valuable farm management information for every progressive pastoral farmer

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

Casual Booking

Full Page
Rate: \$3,420
390mm h x 265mm w

1/2 Page
Rate: \$1,710
185mm h x 265mm w

Deadlines

Bookings - 3pm. Every Tuesday prior to publication*

Material - 5pm. Every Tuesday prior to publication*

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

1/4 Page
Rate: \$895
185mm h x 130mm w

1/4 Page Strip
Rate: \$895
90mm h x 265mm w

1/8 Page
Rate: \$485
90mm h x 130mm w

Casual Booking

Full Page
Rate: Country-Wide and Dairy Exporter: \$2,360
280mm h x 186mm w

1/2 Page Landscape
Rate: Country-Wide and Dairy Exporter: \$1,180
140mm h x 186mm w

Additional notes

Cropmarks and page information must be offset 5mm (outside bleed)
Live type area is 16mm inside trim
Gutter is 32mm
Magazine is perfect bound

1/4 Page Standard
Rate: Country-Wide and Dairy Exporter: \$590
140mm h x 91mm w

1/4 Page Horizontal
Rate: Country-Wide and Dairy Exporter: \$590
70mm h x 186mm w

1/4 Page Proportional
Rate: Country-Wide and Dairy Exporter: \$590
90mm h x 122mm w

Contract Bookings

	No. Inserts	Rate	Save
Casual bookings	1-3	rate card	-
(per campaign)	4+	rate card less 10%	10%
Full page	on contract	\$2680	\$740 pp

Contract Bookings

DairyExporter

	No. Inserts	Rate	Save
Casual bookings	1-3	rate card	-
(per campaign)	4+	rate card less 10%	10%
Full page	on contract	\$2070	\$290 pp

CountryWide

	No. Inserts	Rate	Save
Casual bookings	1-3	rate card	-
(per campaign)	4+	rate card less 10%	10%
Full page	on contract	\$2070	\$290 pp