

More
Jobs

More
Livestock

More
Real Estate

More
Farmers

THE NEW ZEALAND Farmers Weekly

NZX Agri

www.farmersweekly.co.nz

\$4 GST incl.



South Taranaki farmer Noel Schrider and his Jack Russell terrier Bouncer on his Lower Ball Rd property where he says the quality pastures are an example of what he has achieved by using drilling waste to convert land on his 600ha dairy property over the past 10 years.
Photo: Craig Bates

NZ's most influential people read THIS paper

Partner with NZX Agri, the information source trusted by the agricultural community.

NZX Agri's *New Zealand Farmers Weekly* delivers essential information the agribusiness community needs to run their businesses.

At the beginning of each week more than 80,000 copies are delivered to farmers, their families, agribusiness owners, contractors and lifestyle block owners living and working in rural New Zealand.

Delivered early each week, *The New Zealand Farmers Weekly* is read on kitchen tables, in wool sheds, farm dairies, utes, trucks, cattle yards, sale yards and boardrooms around the country.

It is the agricultural business publication

that informs the biggest economic sector in the country. It is where farmers advertise staff vacancies, livestock, dogs, stock food, timber or any farm input. They use *The New Zealand Farmers Weekly* to communicate to each other because they know it gets read. We recommend you read it and ask a farmer yourself.

New Zealand farmers are progressive business people. Farmers on average earn more, are better educated, and are more travelled than the average New Zealander. Their businesses drive our economy. New Zealand is a global leader in agriculture, our farmers are discerning, hard working and busy. Our readers know when someone is not telling them the stories they can trust.

By advertising in *The New Zealand*

Farmers Weekly you are showing that you know their world.

Your advertising shows you are a part of delivering the agricultural news that farmers and the agribusiness community need to run their businesses. Your advertisement will help inform them of the products and services they need and be a timely reminder of the jobs they have to do.

A full edition is released online each Friday night and read around the globe and nationally. Printed copies are transported over the weekend to be delivered nationwide, when the working week starts to every farmer's letterbox.

Get alongside the most up-to-date and trusted rural market information and agribusiness news available.

RUN OF PAPER

Full page
39 x 7
390mm x 265mm
\$4775

Double page spread
39 x 14
390mm x 548mm
18mm gutter
\$8925

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.

Half page portrait
28 x 5
280mm x 187mm
\$3500

Half page horizontal
20 x 7
200mm x 265mm
\$3500

10 x 7
100mm x 265mm
\$1750

12 x 7
120mm x 265mm
\$2100

20 x 4
200mm x 149mm
\$2000

SPECIAL RATES FOR PREMIER POSITIONS*

Position in paper	Rates	Depth x Width	Size
Front page solus	\$3095	70mm x 265mm	7x7
Back page solus	\$3095	120mm x 265mm	12 x 7
Page 3 solus	\$2470	120mm x 265mm	12 x 7
Page 5 solus	\$2365	120mm x 265mm	12 x 7
Inside front cover	\$5255	390mm x 265mm	39 x 7

*Other preferred positions: rate plus 10%

RATES

7 column display advertising
Advertising campaign rates per ccm

Casual
insertion

Rate \$25

FARMER DM Pricing per 100*

Total grams	National	Split Island North or South
0-25g	\$140	\$164
26-50g	\$158	\$185
51-100g	\$194	\$227

For circulation figures and other innovative options contact your local field agent.

DISPLAY ADVERTISING

Run of paper – 7 columns per page

Columns	1	2	3	4	5	6	7
(mm)	33	72	110	149	187	226	265

Additional notes

Paper stock – 45 gsm Newsprint

All rates include full colour, are commission bearing and exclude GST

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 & readership figures
- Last to print, first to farm gate
- Leading in valued content
- Hard copy and online

JOBS, LIVESTOCK & CLASSIFIEDS

JOBS* - Advertising campaign rates per ccm

Full colour 8 column display advertising	1 Insertion	2+ Inserts
Rate	\$23	\$21

Size	Words	\$ for 1 ad	\$/ad 2 ads
5 x 1	up to 25	\$115	\$105
5 x 2	51-60	\$230	\$210
6 x 2	61-70	\$276	\$252
8 x 2	81-90	\$368	\$336
10 x 2	101-110	\$460	\$420
12 x 2	131-150	\$552	\$504
14 x 2	171-180	\$644	\$588
8 x 3	90-110	\$552	\$504
10 x 3	120-140	\$690	\$630
12 x 3	141-170	\$828	\$756
9 x 4	140-170	\$828	\$756
10 x 4	171-180	\$920	\$840

*Jobs are also advertised on www.farmersweeklyjobs.co.nz for two weeks or until the job closes.

LIVESTOCK - Advertising campaign rates per ccm

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

Description	size	mm d x mm w	Full Price
	8 x 3	80 x 97	\$336
	10 x 2	100 x 63	\$280
	10 x 3	100 x 97	\$420
	12 x 2	120 x 63	\$336
	12 x 3	120 x 97	\$504
1/4 page	18 x 4	180 x 130	\$1008
1/2 page	18 x 8	180 x 265	\$2016
Full page	39 x 8	390 x 265	\$3645

Column Widths - Jobs, Livestock & Classifieds - 8 columns per page

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

Deadlines

Bookings - 12noon. Every Wednesday prior to publication*

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

CLASSIFIEDS - Advertising campaign rates per ccm

Full colour 8 column display advertising	1 Insertion	4+ Inserts	50 Inserts/Yr
Rate	\$18	\$16	\$12

Size	Words	\$ for 1 ad	\$/ad 4+ ads
5 x 1	up to 25	\$90	\$80
5 x 2	up to 50	\$180	\$160
6 x 2	61-70	\$216	\$192
8 x 2	81-90	\$288	\$256
10 x 2	101-110	\$360	\$320
12 x 2	131-150	\$432	\$384
14 x 2	171-180	\$504	\$448
8 x 3	90-110	\$432	\$384
10 x 3	120-140	\$540	\$480
12 x 3	141-170	\$648	\$576
9 x 4	140-170	\$648	\$576
10 x 4	171-180	\$720	\$640

WORD ONLY CLASSIFIED*

- Advertising campaign rates per insertion

Standard per word (includes first 2 words in bold)	\$1.85/word
All words in bold	\$2.50/word
Bold box	+\$10
Bold box + colour	+\$15

*10 word minimum

Production enquiries

Lana Kieselbach
Production Manager

Ph: 06 323 0735
production@nzx.com

Advertising material

All advert material to Courtney Turner adcopy@nzx.com

DEADLINES 2012

Issue Number	Publication MONDAY	Real Estate & ROP TUESDAY Booking 3pm Material 5pm	Classifieds, Jobs & Livestock WEDNESDAY Booking/Material 12noon
Jan 1	9 Jan	04 Jan	04 Jan
2	16 Jan	10 Jan	11 Jan
3	23 Jan	17 Jan	18 Jan
4	30 Jan	24 Jan	25 Jan
Feb 5	06 Feb	31 Jan	01 Feb
6	13 Feb	07 Feb	08 Feb
7	20 Feb	14 Feb	15 Feb
8	27 Feb	21 Feb	22 Feb
Mar 9	05 Mar	28 Feb	29 Feb
10	12 Mar	06 Mar	07 Mar
11	19 Mar	13 Mar	14 Mar
12	26 Mar	20 Mar	21 Mar
Apr 13	02 Apr	27 Mar	28 Mar
14	09 Apr	02 Apr (Mon)	03 Apr (Tues)
15	16 Apr	10 Apr	11 Apr
16	23 Apr	17 Apr	18 Apr
17	30 Apr	23 Apr (Mon)	24 Apr (Tues)
May 18	07 May	01 May	02 May
19	14 May	08 May	09 May
20	21 May	15 May	16 May
21	28 May	22 May	23 May
Jun 22	04 Jun	29 May	30 May
23	11 Jun	05 Jun	06 Jun
24	18 Jun	12 Jun	13 Jun
25	25 Jun	19 Jun	20 Jun

Issue Number	Publication MONDAY	Real Estate & ROP TUESDAY Booking 3pm Material 5pm	Classifieds, Jobs & Livestock WEDNESDAY Booking/Material 12noon
Jul 26	02 Jul	26 Jun	27 Jun
27	09 Jul	03 Jul	04 Jul
28	16 Jul	10 Jul	11 Jul
29	23 Jul	17 Jul	18 Jul
Aug 30	30 Jul	24 Jul	25 Jul
31	06 Aug	31 Jul	01 Aug
32	13 Aug	07 Aug	08 Aug
33	20 Aug	14 Aug	15 Aug
34	27 Aug	21 Aug	22 Aug
Sep 35	03 Sep	28 Aug	29 Aug
36	10 Sep	04 Sep	05 Sep
37	17 Sep	11 Sep	12 Sep
38	24 Sep	18 Sep	19 Sep
Oct 39	01 Oct	25 Sep	26 Sep
40	08 Oct	02 Oct	03 Oct
41	15 Oct	09 Oct	10 Oct
42	22 Oct	16 Oct	17 Oct
43	29 Oct	23 Oct	24 Oct
Nov 44	05 Nov	30 Oct	31 Oct
45	12 Nov	06 Nov	07 Nov
46	19 Nov	12 Nov (Mon)	13 Nov (Tues)
47	26 Nov	20 Nov	21 Nov
Dec 48	03 Dec	27 Nov	28 Nov
49	10 Dec	04 Dec	05 Dec
50	17 Dec	11 Dec	12 Dec

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

Intelligent Advertising

For further information contact the NZX Agri field agent in your area

Damian Buckley	National Advertising Manager	06 323 1511	damian.buckley@nzx.com
Sophie Malone	Northland/Auckland	06 323 1516	sophie.malone@nzx.com
Chelsea Millar	Waikato/Bay of Plenty	06 323 1510	chelsea.millar@nzx.com
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Lana Kieselbach	Production Manager	06 323 0735	production@nzx.com
Courtney Turner	Material Co-ordinator	06 323 0738	adcoppy@nzx.com