

DEADLINES

On-sale date	Booking deadline	Ad material deadline	Supplied insert deadline
Mon 9 July 2012	Tues 29 May 2012	Thur 31 May 2012	Thur 31 May 2012

MAKE SURE YOUR BUSINESS IS IN HEARTLAND ARGONOMY



FACT FILE

- Targeted audience - No wastage
- Circulation of 15,000 + through partnership with sector industry good bodies including FAR, PRCT (Pasture renewal charitable trust) and Beef & Lamb ensures mix of dairy, pastoral and arable readership.
- The only publication dedicated entirely to growing the bottom line ...

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
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Shirley Howard	Real Estate & International advertising	06 323 0760	shirley.howard@nzx.com
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David Paterson	South Island	03 382 6143	david.paterson@nzx.com
Lana Kieselbach	Production manager	06 323 0735	production@nzx.com
Courtney Turner	Material co-ordinator	06 323 0738	adcopy@nzx.com

" The scientific study of soil management and crop production, including irrigation, the use of herbicides, pesticides and fertilisers. "



Heartland Agronomy

GROWING NZ FARMING

2012 Commercial Rate Card



CULTIVATING PROFITABILITY

An

NZX  Agri
publication

Enabling you to help growers c

Heartland Agronomy 2012 is the first annual
farmers grow better pas



Full page
280mm x 186mm
Rate: \$3100

Double page spread
280mm x 404mm
Rate: \$6000

Full page bleed
297mm x 210mm
(+5mm bleed)
Rate: \$3100

Double page spread bleed
297mm x 420mm
(+5mm bleed)
Rate: \$6000

Half page horizontal
140mm x 186mm
Rate: \$1800

Half page
horizontal bleed
156mm x 210mm
(+5mm bleed)
Rate: \$1800

Half page pony
170mm x 122mm
Rate: \$1800

1/3 page horizontal
90mm x 186mm
Rate: \$1200

2/3 page portrait
269mm x 122mm
Rate: \$2200

2/3 page
portrait bleed
297mm x 130mm
(+5mm bleed)
Rate: \$2200

ADDITIONAL NOTES

Additional 10% loading applies on premier position

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

Live type area is 16mm inside trim

Gutter is 32mm

Magazine is perfect bound

Please send all advert material to adcopy@nzx.com

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

*Heartland Agronomy
will be kept, referred
to and valued by
growers nationwide.*

*Put your business in
front of every one of
them. Book Today!*

Cultivate exceptional profitability

Annual magazine dedicated entirely to helping
sustainable, crop yields and profits.



Half page DPS bleed 2 sides
140mm x 420mm (+5mm bleed)
Rate: \$3100

Half page DPS bleed 3 sides
156mm x 420mm (+5mm bleed)
Rate: \$3100

1/4 page standard
140mm x 91mm
Rate: \$950

1/4 page proportional
90mm x 122mm
Rate: \$950

1/4 page horizontal
70mm x 186mm
Rate: \$950

1/4 page horizontal
bleed
86mm x 210mm
(+5mm bleed)

1/3 page portrait
269mm x 59mm
Rate: \$1250

1/3 page
portrait bleed
297mm x 66mm
(+5mm bleed)
Rate: \$1250

INSERTS

Delivered to all NZ subscribers: \$2150.00

Insert definition: Paper/card based insert only. Maximum weight 20 grams, maximum size 285mm deep x 200mm wide.

All other innovative options are POA.

Contact your local field agent today.



Cultivation of land, soil management and crop production