

## Rates & Deadlines

### RATES

#### Run of magazine

Size	Casual	6x	12x
Double page spread	\$4100	\$3950	\$3800
Full page	\$2300	\$2200	\$2100
Half page	\$1300	\$1250	\$1200
Quarter page	\$650	\$625	\$600
ccm rate (2, 4 or 6 cols)	\$18.00	\$17.00	\$16.00

#### Special Positions

Inside front cover double page spread	\$4750	\$4600	\$4450
Centre double page spread	\$4550	\$4400	\$4250
Outside back cover full page	\$2550	\$2475	\$2400
Inside back cover full page	\$2350	\$2250	\$2150
Page 6 Dairy Diary	-	-	\$2600
Page 5 contents – half page	\$1495	\$1450	\$1380
Page 7 editorial – quarter page	\$750	\$720	\$1450

Other preferred positions: rate plus 10%

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

#### Dairy Solutions (products & services)

	Casual	6x	12x
Full page	\$2050	\$1950	\$1850
Half page	\$1150	\$1100	\$1050
Quarter page	\$600	\$575	\$550
ccm rate (2, 4 or 6 cols)	\$16.00	\$15.00	\$14.00



#### Back Paddock (classifieds)

Other preferred positions – rate plus 20%.

Size	1x	6x	12x
1/4 page portrait	\$660	\$630	\$600
1/4 page landscape	\$660	\$630	\$600
1/6 page portrait	\$440	\$420	\$400
1/6 page landscape	\$440	\$420	\$400
1/8 page	\$330	\$315	\$300
1/12 page short	\$220	\$210	\$200
1/12 page tall	\$220	\$210	\$200
1/24 page	\$110	\$105	\$100

Column widths: 6 cols per page						
Columns	1	2	3	4	5	6
mm	27	59	91	122	154	186

#### Inserts

Whole country: \$1500

Insert requirements: Maximum weight – 10g, maximum pages 8 equivalent, finished size maximum 285mm deep x 200mm wide

# Deadlines

Publication Date	Booking Deadline	Material Deadline	Distribution Week ending
<b>Quarter 1</b>			
January	Nov 25	Nov 27	Dec 18
February	Jan 6	Jan 8	Jan 29
March	Feb 3	Feb 5	Feb 26
<b>Quarter 2</b>			
April	Mar 3	Mar 5	Mar 26
May	Apr 7	Apr 9	Apr 30
June	May 5	May 7	May 28
<b>Quarter 3</b>			
July	Jun 2	Jun 4	Jun 25
August	Jul 7	Jul 9	Jul 30
September	Aug 4	Aug 6	Aug 27
<b>Quarter 4</b>			
October	Sep 1	Sep 3	Sep 24
November	Oct 6	Oct 8	Oct 29
December	Nov 3	Nov 5	Nov 26
January 2011	Dec 6	Dec 7	Jan 10

## Dairy Farming Decisions Making Calendar

January - March	<ul style="list-style-type: none"> <li>• Normal milking routine in progress</li> <li>• Irrigation equipment needed in drier parts of the country</li> <li>• Facial eczema can be a problem (zinc remedies)</li> <li>• Spot spraying for weed control (booms, packs, sprays etc)</li> <li>• Maize silage making (inoculants, supplements)</li> <li>• Calf drenching</li> <li>• Winter crops planted now</li> <li>• Sow new pasture</li> <li>• Drying off starts, culling decisions made (dry cow treatments)</li> <li>• Effluent pond de-sludging</li> </ul>
April - June	<ul style="list-style-type: none"> <li>• Most cattle dried off – supplements as required (e.g. magnesium, trace elements)</li> <li>• Weed control (spraying)</li> <li>• Sale season for cattle and farms (new dairy year commences 1 June)</li> <li>• Parasitic drenches for calves</li> <li>• Long-acting treatments for mastitis control</li> <li>• Farm maintenance / capital works carried out (new milking sheds, feed pads, building equipment, farm maintenance / fencing purchases, rotary and milking equipment replaced, upgraded, effluent system maintained)</li> </ul>
July - September	<ul style="list-style-type: none"> <li>• Calving / mating (heat detection, mating procedures, cycling, semen)</li> <li>• Surplus pasture saved as silage</li> <li>• Summer crops planted (including maize)</li> <li>• Break-feeding stock (troughs and valves for water supplies, portable troughs)</li> <li>• Pre-calving supplements for cows</li> <li>• Calf supplements and milk replacers</li> <li>• Nutrient budgets prepared</li> <li>• Fertiliser applied if not too wet</li> <li>• Some taking holidays</li> </ul>
October - December	<ul style="list-style-type: none"> <li>• Dairy cleaning agents in use again</li> <li>• Silage making (equipment purchases or use of contractors)</li> <li>• Crops monitored for insects and diseases</li> <li>• Breeding (artificial and/or bulls)</li> <li>• Feed supplements</li> <li>• Spring fertiliser application</li> <li>• Mastitis remedies</li> <li>• Bloat monitoring begins</li> <li>• Planning begins for milking sheds and other capital equipment</li> </ul>

June 2010