

# VFM agrifind

New Zealand's ultimate agribusiness directory

## Q & A's

### *What is it?*

It's bloody brilliant!

VFM agrifind is the latest innovation from New Zealand's most enterprising agri-publisher.

- An annual magazine
- A4, high quality gloss
- A complete index of all the most important agri-businesses in New Zealand
- Delivered to every farmer in February.
- Easy to navigate
- Makes every agri-business easy to find, and also lists the field days they'll be attending.

### *Who gets it?*

Every farmer in New Zealand, 81,000, free.

### *Why should I be in it?*

If you're not in you won't be found. For as little as \$500 + GST (that's less than \$45/month) VFM will keep your business in front of 81,000 farming families for 12 months.

### *Is it for little companies as well as big ones?*

Absolutely. If you want to be found you've got to be in it! Farmers will expect you to be in it. It's great value.

### *What if I only go to one field day?*

All the more reason to be in. If you want to be easily found by more farmers than attend a field day, don't rely entirely on them working hard to track you down.

### *What if I don't go to any field days?*

All the more reason to be in. This magazine is called the Virtual Field Days Magazine. It's the only place every farmer can easily find every important agribusiness. VFM is the ultimate agribusiness directory.

### *What is the minimum I can do?*

An agribusiness directory listing. \$500 + GST. You have to list in the agribusiness directory first, and can buy more advertising space and feature space after that.

### *What if I want to tell readers more about my business?*

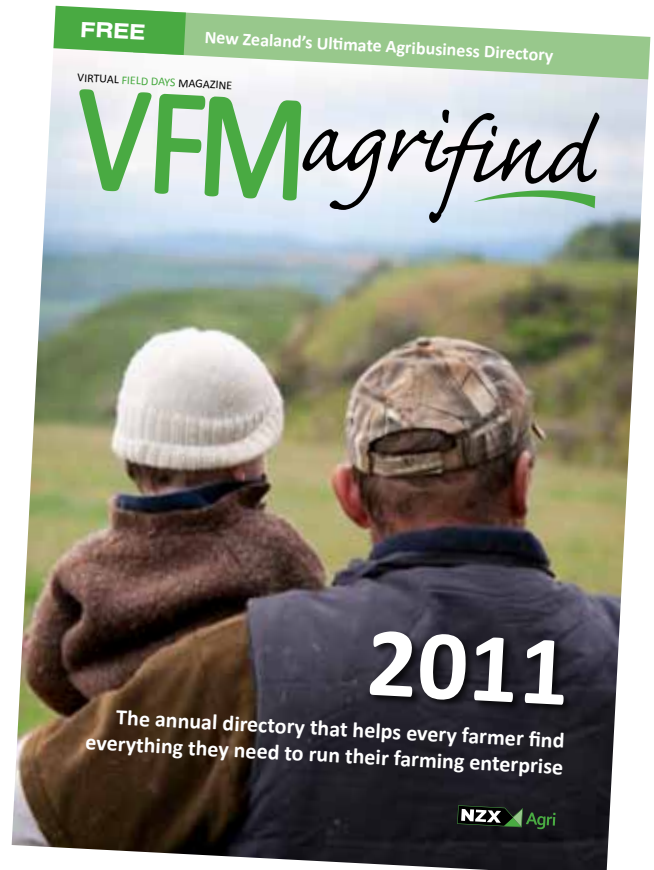
Buy feature space. The feature will go up front, so expect it to work well for you.

### *What will VFM look like?*

Fantastic. Not only will it be big, fat and glossy, but we've also invested heavily with an external company in the design. No farmer will miss it and every farmer will keep it.

### *Why will farmers keep it?*

There is no other comprehensive directory of New Zealand's agribusinesses in this format. It's the perfect solution for a farmer looking at options to buy a water tank, baler, electric fencing system, animal ID system, farm bike trailer, animal feed and nutrition... everything you might find at any agricultural field day.



### *There's going to be 100's of businesses in it - what makes you think mine will be found?*

The product indexing system and layout of the magazine is excellent.

### *How often will it come out?*

Every year, late in February. Book now. We're flowing the ads and features in already, starting at the front, so don't delay.

### *Is this just another thing I have to be in as well as field day previews?*

Bugger all those field day previews! Now you can tell those ad reps to sod off! The publishers are probably the only ones making money out of them! There are so many, so close to the event, so cluttered with advertising and advertorial, that we wonder if farmers actually read them.

### *What if I have a field days special I want to promote close to the event?*

You'd be better off investing in VFM, first. Then, if you want to highlight your specials at field days, run your promotion in our other titles (Farmers Weekly, Country-Wide, Dairy Exporter and Young Country) alongside editorial farmers actually read, and value.

### *What now?*

Call your NZX Agri agent today, and reserve your space. Compare the price of listing in VFM to any other long-life marketing options, and the only decision you need to make is whether or not to add editorial and an advertisement to your booking! We reckon you'll be well rewarded!