

# Country-Wide

FARMERS KNOW IT'S WORTH THE READ!

## New Zealand's leading magazine for essential farm management information

- Free
- Monthly
- Targeted information for North and South Island farmers
- Hard copy and online archives

# 80,356

Total combined circulation of Country-Wide North and South

- ▶ Received by 96% of New Zealand farmers
- ▶ Opened by 85% of New Zealand farmers
- ▶ Over 7/10 read for more than 5 minutes
- ▶ 19% read for more than half an hour



**'Country-Wide is awesome. I read every article twice and get ideas – it's a benchmark for farmers'.**

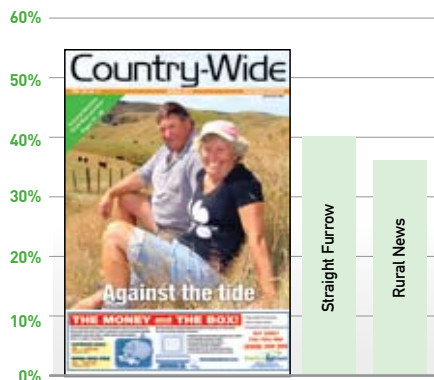
Ross Bielski - Apiti

Feb 2010

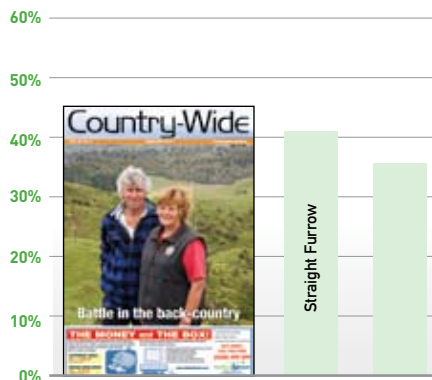
# Leads the competitive ratings for information on R&D, livestock and animal health, farm management and pasture management.

These areas are ranked as four of the top six most important types of information that farmers seek. The other two most important topics for farmers are lead by The New Zealand Farmers Weekly. Combined we have the highest rating in all six of the top ranked areas of information sought by farmers.

## Farm Management



## Research & Development



**'We like reading how other farmers are going'.**

Ross & Vicki Stackhouse - Ashburton

**'The Country Wide is b\*\*\*\*\* good, It's got more in it!'.**

Ross Minehar - Fairlie

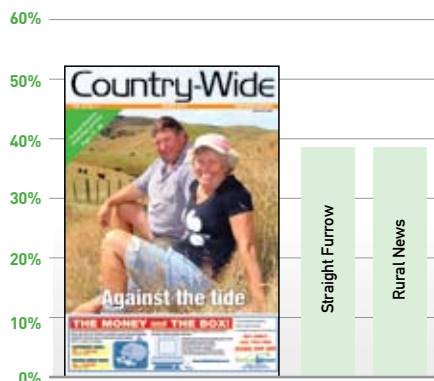
**'Country-Wide is really good – it's the one I like to read'.**

John Holmes - Methven

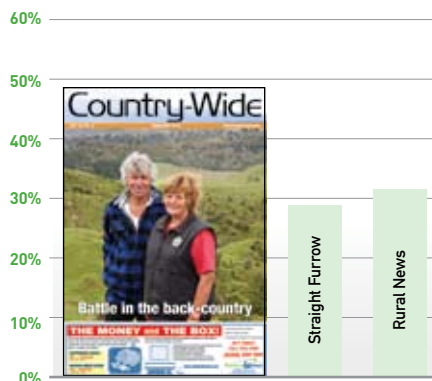
**'I always read Country-Wide. It's informative for research & development. I particularly enjoy the on farm articles'.**

Chris Biddles - Te Kopuru

## Livestock & Animal Health



## Pasture Management



Source : Our Readers

Feb 2010