





Your quick guide to all the stats about the Dairy Farmer readership of the farming newspapers. Updated December 1, 2009

ABC AUDITED CIRCULATION Figures updated six-monthly

	Paid Subscriptions	Non-paid	Non-paid requested	Total (As at 31/12/2008)
NZ Dairy Exporter	7,726	-	13,479	21,205
Dairying News	76	29,859	-	29,935
Dairyman	66	25,129	-	25,195


Dairy Exporter is the only one with a significant paid circulation.

ROY MORGAN READERSHIP Surveyed monthly

	Top-line readership 12 months to September 09 (Released November 24, 2009)
NZ Dairy Exporter	41,000
Dairying News	31,000
Dairyman	39,000

Top-line readership only.
"Read or looked into?"

COLMAR BRUNTON READERSHIP Dairy Farmers Only

	Top-line readership 2007 Rural Readership Survey	Overall value to dairy farmers Rated excellent
NZ Dairy Exporter	86%	41%
Dairying News	84%	19%
Dairyman	83%	21%
NZ Farmers Weekly	96%	24%
Rural News	94%	13%
Straight Furrow	95%	13%

Cut the wastage.

When you want to reach dairy farmers (and others) two publications take you there.

Farmers only make time to read the ones they value. Some publications are only looked through, giving significantly less value to advertisers

Combine Dairy Exporter and the Farmers Weekly for best value and results.

For more information please contact your NZX Rural agent,
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