

THE NEW ZEALAND Farmers Weekly

Every farmer, every week



Circulation 87,000

Booking deadline:

3pm Tuesday prior to publication

Material deadlines:

Front section & Real Estate

5pm Tuesday prior to publication

Livestock, Classifieds & Employment

12 noon Wednesday prior to publication

RUN OF PAPER

Advertising campaign rates per ccm

Advertising rate run of paper [7 column display]

1 insertion	2 inserts	3 inserts	4+ inserts
\$24	\$23.50	\$23	\$22.50

Special rates for premier positions

	size	mm deep	x	mm wide	full price		size	mm deep	x	mm wide	full price
Full page	39 x 7	390	x	265	\$4,550	Page 5 solus	12 x 7	120	x	265	\$2,250
Front page solus	7 x 7	70	x	265	\$2,950	Inside front cover	39 x 7	390	x	265	\$5,450
Back page solus	12 x 7	120	x	265	\$2,950	Double page spread	39 x 14	390	x	555	\$8,500
Page 3 solus	12 x 7	120	x	265	\$2,350	Four page 100gsm gloss centre liftout					\$17,000
						Four page 100gsm gloss wrap onsert					\$21,500

Other preferred positions - rate plus 20%

CLASSIFIEDS

Advertising campaign rates per ccm

Full Colour [8 column display]

1 insertion	2 inserts	5 inserts	10+ inserts
\$20	\$18.50	\$17	\$15
\$13	\$13	\$13	\$13

Other preferred positions - rate plus 20%

EMPLOYMENT CLASSIFIEDS

Advertising campaign rates per ccm

Full Colour [8 column display]

1 insertion	2+ inserts
\$23	\$21

WORD ONLY CLASSIFIEDS

Advertising campaign rates per insertion

Standard per word [includes the first 2 words in bold]

\$1.85/word

All words in bold \$2.50/word ■ Bold box [black frame] + \$10 ■ Bold box + colour + \$15

All rates include full colour and exclude GST