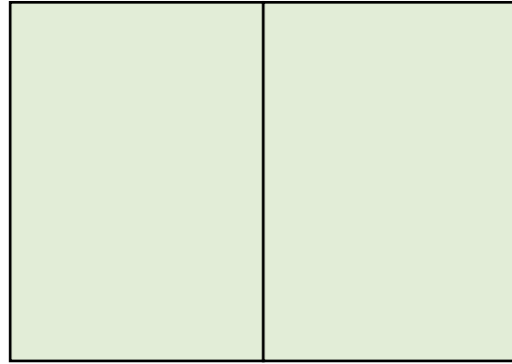
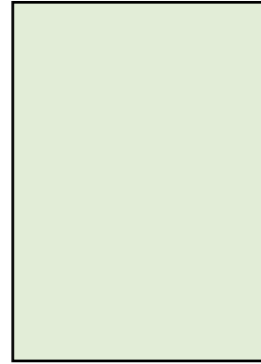


# Material Specifications



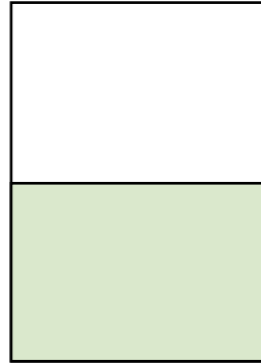
## Double page spread

Type 277mm x 400mm wide  
Bleed 297mm x 420mm wide  
+ 3mm bleed



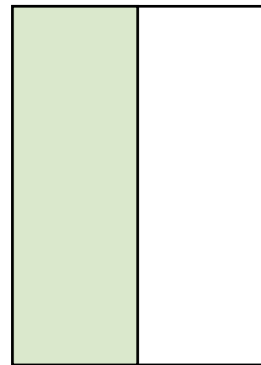
## Full page

Type 277mm x 190mm wide  
Bleed 297mm x 210mm wide  
+ 3mm bleed



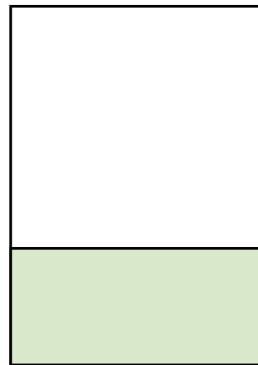
## Half page horizontal

Type 140mm x 190mm wide  
Bleed 150mm x 210mm wide  
+ 3mm bleed



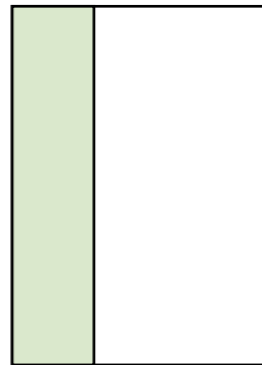
## Half page vertical

Type 277mm x 92.5mm wide  
Bleed 297mm x 102.5mm wide  
+ 3mm bleed



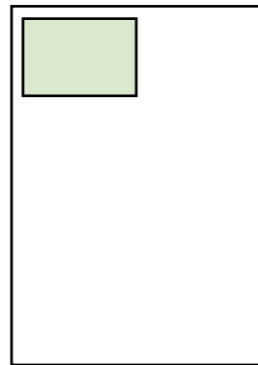
## Third page horizontal

Type 90mm x 190mm wide  
Bleed 100mm x 210mm wide  
+ 3mm bleed



## Third page vertical

Type 277mm x 60mm wide  
Bleed 297mm x 70mm wide  
+ 3mm bleed



## Directory (1/8 page)

Type 66mm x 92.5mm wide

## Material requirements

**PDFs** - our preferred option - High resolution PDFs are fine under our job options (PDF job options can be supplied to you). All links must be high resolution and fonts embedded.

**InDesign** (up to version CS2) - All text must be converted to outlines and links embedded or supplied. All colour must be CMYK (no spot colours) and links saved as CMYK (not RGB) at 300dpi.

**Freehand** (up to version MX) - All text must be converted to paths and links embedded or supplied. All colour must be CMYK (no spot colours) and links saved as CMYK (not RGB) at 300dpi.

**Word** - This is NOT suitable for supplied prepared adverts only for supplying the text to go within your advert.

**Illustrator** (up to version 6.0) - All text must be converted to curves. All files must be exported as an EPS with all links saved as tifs or jpps.

**Photoshop** - All supplied images must be saved as greyscale or CMYK and resolution must be at least 300dpi.

**Supply electronic material to:** Email [production@country-wide.co.nz](mailto:production@country-wide.co.nz)

**Page Store** - We also accept all camera ready copy through Page Store.

## Get into it

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**2009 Media Kit**



# Get into it

## Get in behind the future of farming

Young Country is a magazine for 18-35 year old farmers and agribusiness leaders in New Zealand. It entertains, informs and inspires its readers with stories of people who live on the land or work with people who do. It brings stories of people who are achieving success in their farming business while enjoying the unique lifestyle and character of rural New Zealand.

Young Country gives readers a variety of stories, from in-depth features addressing issues that face the younger generation of farmers to entertaining profiles of people who've made agriculture their career and rural New Zealand their home. We focus on the future of agriculture and the people who take us there, whether they be young adults looking to take over the family farm or chief executives facing changing markets. Young Country reflects its readership – ambitious, curious, a tad irreverent and with a robust sense of humour.

Young Country is visually attractive with quality photography used in well-designed layouts. There are regular photo essays bringing readers an insight into otherwise unseen corners of rural New Zealand.

This is a unique publication in the agricultural world. You can now reach the people responsible for the future success of New Zealand's biggest industry.

**CIRCULATION  
FREQUENCY  
DISTRIBUTION**

By subscription  
Bi-monthly  
Subscribers and controlled  
circulation with selected partners

**COVER PRICE**

Only 5 bucks

# Less than 2 1/2K for a full page

## Mates rates

	6x	4x	2x
Full page	\$2300	\$2400	\$2600
Back cover	\$3200	\$3400	\$3600
Double page inside front cover	\$4200	\$4400	\$4600
Double page spread	\$3900	\$4100	\$4300
1/2 page	\$1200	\$1250	\$1350
1/3 page	\$950	\$1000	\$1100
Directory (1/8 page)	\$200	\$210	\$220

All prices are gst exclusive and are 20% agency commission bearing

So 'Get into it'!

## Go on...rattle your dags

### Deadlines

Issue	Distribution Date	Booking Deadline	Material D
March/April 2009	23rd February	16th January	20th Januar
May/June 2009	27th April	18th March	24th March
July/August 2009	29th June	20th May	26th May
Sept/Oct 2009	24th August	15th July	21st July
Nov/Dec 2009	26th Oct	16th Sept	22nd Sept
Jan/Feb 2010	28th Dec	18th Nov	24th Nov

