

# Who says two farming publications are better than all the others?

Colmar Brunton 2007 Rural Readership Survey

Nielsen Media 2007 AgriScope Survey

Roy Morgan Research 2006 and 2007

Judges, 2007 Guild of Ag Journalists annual awards

Farmers throughout New Zealand

fact



Newspapers suit busy farmers.  
The content is targeted, so your ad-spend  
is well invested. No other medium

compares

first mention

## WHERE DO FARMERS GET THEIR INFO?

- 45% Farming newspapers
- 9% Neighbours, friends, family, other farmers
- 5% Company representative / consultant
- 5% Internet / websites
- 4% Rural supply store staff / consultant
- 3% On-farm consultant / independent agricultural consultant
- 2% Federated Farmers
- 2% Radio
- 1% Discussion groups
- 1% Field days
- 0% University / Crown Research Institutes / Research organisations
- 0% Company field reps
- 0% Television
- 0% Books / library
- 18% Other
- 4% Don't know / none

Source: Nielsen Media Research, July 2006 [Base 491]

INDEPENDENT RESEARCH

### AT CPL WE VALUE:

- our role as the leading information link between farmers and their industry
- the success of New Zealand's most important economic sector: agriculture
- the growth and development of our people
- the quality in everything we do

fact

Research from Colmar Brunton 2007 Rural Readership Survey.  
An independent survey jointly commissioned by all the rural publishers.

## are they opened?

	total farmers	farm type		income	
		SHEEP & BEEF	DAIRY	\$200-\$500k	\$500k +
The New Zealand Farmers Weekly [FW]	96%	99%	95%	97%	97%
Country-Wide [CW]	93%	99%	91%	95%	93%
Straight Furrow [SF]	95%	99%	92%	96%	93%
Rural News [RN]	94%	98%	91%	95%	94%

The New Zealand Farmers Weekly is 1st, but nearly every farmer opens nearly every publication.

fact

## are they read?

PUBLICATION RATINGS - EXCELLENT	Country-Wide	The New Zealand Farmers Weekly	Straight Furrow	Rural News
In-depth and comprehensive coverage of the topics of interest to you, rated excellent	31%	25%	16%	16%
Useful for day to day farm operations, rated excellent	15%	14%	8%	7%
Editorial quality is excellent	22%	20%	15%	15%
The overall value to you is excellent	28%	27%	17%	17%
Average time spent reading [minutes]	35	26	24	25
Spouse also reads it	61%	61%	56%	57%

Country-Wide and The New Zealand Farmers Weekly provide the best environment for your advertising. Farmers read more of the articles in these publications, spend longer on each page, and value the content more. More spouses also read Country-Wide and The New Zealand Farmers Weekly. It pays to put your ads where the readers are!

We will always **invest more in the content** of our publications and bring more value to our readers and advertisers.

Your success  
our mission

Thank you for supporting CPL...the New Zealand Publisher





Where is the most

# important information?

## The six topics of most importance

PUBLICATION USED MOST FOR THESE TOPICS OF IMPORTANCE	IMPORTANCE RATING	The New Zealand Farmers Weekly	Country-Wide	Straight Furrow	Rural News
Research and development	4.0	36%	42%	38%	37%
News, issues and agribusiness	3.9	64%	49%	56%	54%
Livestock and animal health	3.9	36%	45%	34%	36%
Market information and analysis	3.9	52%	33%	37%	35%
Farm management	3.9	34%	45%	30%	31%
Pasture management	3.6	15%	25%	17%	14%

Combine The New Zealand Farmers Weekly and Country-Wide. Farmers turn to them first for the topics of most importance.



How do dairy farmers rate the

# various publications?

## Dairy farmers only

	national publications				dairy publications		
	FW	CW	SF	RN	Dairy Exporter	Dairyman	Dairying Today
% Dairy readers	95%	91%	92%	91%	86%	83%	84%
In-depth coverage	24%	16%	14%	12%	39%	19%	17%
Useful day to day	13%	8%	7%	5%	28%	15%	12%
Editorial quality	18%	14%	13%	12%	23%	14%	12%
Overall value	24%	13%	13%	13%	41%	21%	19%
Average reading time [minutes]	22	23	21	21	46	26	26
Spouse also reads it	58%	56%	52%	53%	64%	55%	58%

RATED EXCELLENT



Farmers are as passionate about reading our publications as we are about publishing them.

## testimonials



> Andy & Sue McNab - Albury

"I read them both every time. You have articles in *Country-Wide* about guys that are good, capable farmers - I enjoy reading those. Over a few days I read it pretty much cover to cover.

And *The [New Zealand Farmers] Weekly* comes every Monday. I read it right through - even the ads and Sale Talk at the back."



> Chris Biddles - Te Kopuru

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

The reason I like *[The New Zealand] Farmers Weekly* is you can have a quick look through to see what's happening. I make sure I read it every week — it's a good size and the format's the same."



> Robbie Joblin - Bideford

"I certainly read them - they're by far the best. The on-farms in *Country-Wide* are indepth.

We advertised for a shepherd in *The [New Zealand Farmers] Weekly* in January. It's read by all the young fellas and was the best response we've had to any advertising."



> Ross Minehan - Fairlie

"*Country-Wide*? It's bloody good. I reckon the best of the publications that we get. It's got more in it. You read what other people are doing and see what you can apply to your own farming practices. And *The [New Zealand Farmers] Weekly* is good to catch up with what's going on. Anything in there has just happened. It's up-to-the-minute."



> Adrian Lawson - Waituna

"I'll give you the big tick. With *Country-Wide* you've actually got the most worthwhile stories of them all. I read your stories pretty thoroughly. *The [New Zealand Farmers] Weekly* is more up-to-date on issues that are happening at the moment."



> Neil & Gwen White - Otane

"*Country-Wide* is a top paper. You run good articles on people running good operations. You always pick up something from them. That and *The [New Zealand] Farmers Weekly* are the best. The *Weekly* is fairly concise and it's current."



> Joan & Colin Cardwell - Otautau

"Honestly, they're the two papers we read. You always have a lot of good articles in *Country-Wide* that are helpful. And *The [New Zealand Farmers] Weekly* is very good too. The big thing is keeping up-to-date and your papers do that."



> Ross Richards - Ngapuke

"I read *The [New Zealand Farmers] Weekly* and *Country-Wide*. You dig into the issues and I can follow the markets.

I think you've done NZ a great service by getting performance and production best practice out in front of farmers with your farm profiles. Your ones get a chance to get read, the other ones go straight in the bin!"

Publishers: Dean Williamson and Tony Leggett

100% New Zealand-owned, and proud to be so.



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