

research 2007

2007

THIS is a year when your marketing budget will need to go further and **work smarter**.

Take **5 minutes** to consider 5 pieces of sound advice.

Use farming publications intelligently - farmers read them.

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% Television
- 18% Other
- 4% Don't know / none

Source: AC Nielsen Research released July 2006 (base 491)

Readership = response to your advertising

Focus on two publications to achieve cut-through and maximise recall.

WHERE DO FARMERS GET THEIR INFO?

	The New Zealand Farmers Weekly	Country-Wide	Straight Furrow	Rural News	Dairy Exporter	Other farming newspaper	Non farming newspapers	Circulars/ newsletters
Current news, issues, agribusiness	29%	12%	19%	12%	3%	6%	16%	2%
Market information and analysis	39%	5%	19%	8%	2%	8%	16%	2%
Farm management information	9%	29%	13%	9%	17%	14%	2%	7%
New research and development	9%	22%	18%	11%	14%	17%	4%	5%

Source: AC Nielsen Research, AgriScope, released July 2006



Reach more farmers more often in one weekly

[and avoid duplication, wastage and reducing value]

Top line readership of the national farming newspapers for the 12 months to October 2006, released January 22, 2007.

PUBLICATIONS	Readers in 000's	Growth last 12 months		Growth last 24 months	
		Readers	%	Readers	%
The New Zealand Farmers Weekly	152k	+32k	+26%	+37k	+32%
Straight Furrow	136k	-20k	-13%	-21k	-13%
Rural News [fortnightly]	110k	-28k	-20%	-19k	-21%

Source: Roy Morgan Research, released January 2007



Place your advertising alongside editorial farmers read and value.

Country-Wide Publications [CPL] is New Zealand's most awarded farming publications company.

The 2006 annual Guild of Agricultural Journalists and Communications Awards in Wellington highlighted the editorial talent CPL has gathered. **Eight CPL writers received accolades for their work!** The other winners were from radio, three dailies, and North and South.



Farmers recommend

Country-Wide and The New Zealand Farmers Weekly *First!*



> Mark Morrow
Mid Canterbury

"They're good. We enjoy reading *Country-Wide* and look forward to it coming. It's good and practical. *The [New Zealand Farmers] Weekly* is good for really recent information. When you read your publications you can relate to them without wondering if something is trying to be sold to you. They're honest."



> 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."



> Neil Cameron
Masterton

"I read *Country-Wide* every-time. It's an excellent magazine. I enjoy the research articles and the practical farm management ones. I read it from cover to cover. *The [New Zealand Farmers] Weekly* is great for an update on political issues. I like the political comment. Those two are the ones I read."



> 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."