

DAIRY NEWS

★ AUSTRALIA ★

NATIONAL EDITION

DIRECT
MAILED TO
OVER 10,000
DAIRY FARMERS
ACROSS
AUSTRALIA



MEDIA KIT
2017/18

A Fair Dinkum Read

Dairy News Australia, arguably Australia's most popular dairy publication, is a chatty and informative publication delivering expertise, advice, and industry news to both the salt-of-the-earth and modern-day dairy farmers across Australia. Featuring real life stories, *Dairy News Australia* brings farmers and industry stakeholders together the Australian way, by being fair dinkum.

PUBLISHING EXPERTISE

McPherson Media Group, a family owned company for more than 100 years, based in the heart of Northern Victoria's Dairy Region, are experts in connecting advertisers with customers on the land, today, through multiple platforms.

TARGETED DISTRIBUTION

Dairy News Australia is personally addressed and direct mailed, via Australia Post, to every dairy farmer who pays a levy, industry bodies and stakeholders. The niche audience distribution achieves personal, cost effective and high engagement outcomes for advertisers.



NEW CONTENT

From August 2017, every second edition of *Dairy News Australia* will include content dedicated to the specific Regional Dairy markets of Victoria – Murray Region, Gippsland Region, and South West Victoria (new). The content is a result of the integration of *Dairy Direct Magazine* (Gippsland and Murray editions). This content is hyper local to the region and each edition of *Dairy News Australia* with the regional content is only distributed to dairy farmers within the relevant region.

STRATEGIC PLACEMENT

In every edition, *Dairy News Australia* provides dairy farmers with specialist content relevant to dairy farming on a day to day basis. Place your product or service within, the specialist content to maximise your engagement.

- Animal Health
- Machinery
- Management
- Markets

DIGITAL AUDIENCE

In addition to the print publication, *Dairy News Australia* has a dedicated website, Facebook page and Twitter profile. A new website is in the making and *Dairy News Australia* will be available free in the App Store and Google Play from July 2017. We look forward to bringing you some innovative digital opportunities in the near future.



www.dairynewsaustralia.com.au

2017 SPECIAL REPORTS

SEPTEMBER	ISSUE 84	Australian Breeding Values / Spring Pastures
DECEMBER	ISSUE 87	International Dairy Week preview
FEBRUARY	ISSUE 88	Pasture Improvement
MARCH	ISSUE 89	Pasture Improvement
MAY	ISSUE 91	Australian Breeding Values
JUNE	ISSUE 92	Calf Rearing
AUGUST	ISSUE 94	Hay and Silage



MODULAR DISPLAY SIZES

Code Specs (mm)

T22

92 x 129

T32

139 x 129

T42

186 x 129

T52

233 x 129

T82

374 x 129

T63

280 x 194

Code Specs (mm)

TFRONT

60 x 260

T24

92 x 260

T44

186 x 260

T84

374 x 260

T88

374 x 550

*All measurments shown are in mm and height x width.

ADVERTISING RATES

Display Size	Number of editions			
	1–3	4–6	7–9	10–11
T22	\$440	\$407	\$374	\$352
T32	\$660	\$611	\$561	\$528
T24/T42	\$880	\$814	\$748	\$704
T52	\$1,100	\$1,018	\$935	\$880
T44/T82	\$1,760	\$1,628	\$1,496	\$1,408
T63	\$1,980	\$1,832	\$1,683	\$1,584
T84	\$3,520	\$3,256	\$2,992	\$2,816
T88	\$7,040	\$6,512	\$5,984	\$5,632
TFRont	\$1,470	\$1,360	\$1,250	\$1,176
Inside Front	\$4,000	\$3,700	\$3,400	\$3,200
Insde Back	\$3,750	\$3,469	\$3,188	\$3,000
Back Cover	\$4,000	\$3,700	\$3,400	\$3,200

Agency commission 10%

Inserts: Quotation on request. All prices are exclusive of 10% GST.



PUBLISHING DATES & DEADLINES FOR 2017–2018

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
82	July 11, 2017	June 28, 2017	July 4, 2017
83	August 15, 2017	August 2, 2017	August 8, 2017
84	September 12, 2017	August 30, 2017	September 5, 2017
85	October 10, 2017	September 27, 2017	October 3, 2017
86	November 14, 2017	November 1, 2017	November 7, 2017
87	December 12, 2017	November 29, 2017	December 5, 2017
88	February 13, 2018	January 30, 2018	February 6, 2018
89	March 13, 2018	February 27, 2018	March 6, 2018
90	April 10, 2018	March 27, 2018	April 3, 2018
91	May 8, 2018	April 24, 2018	May 1, 2018
92	June 12, 2018	May 29, 2018	June 5, 2018

PRINTING DETAILS

Covers

- Cover Web – offset CMYK

All Specs

- Colour profile ISOnewspaper26v4 – CMYK
- Digital photos supplied should have resolution of 300 dpi.
- Maximum ink saturation – 240%
- Full page print area: 374mm x 260mm.
- Pantone and RGB colour needs to be converted to CMYK

A Dropbox link the full list of Prepress specifications is available, please ask your sales representative for a link.

MATERIAL REQUIREMENTS

- A print-ready PDF should be provided.
- Adverts will not be accepted if supplied only as working files.
- All print-ready adverts should be supplied as high resolution PDF files. For more information on Acrobat settings please contact McPherson Media Group.
- Any photos or logos supplied for typesetting should be supplied as separate files and not part of a Word Document file.
- Adverts provided solely as Word Document are not recommended and in general will have to be re-set by McPherson Media Group. This may incur production charges.
- Colour photos must be CMYK corrected.
- Fonts should be converted to paths and embedded where applicable.

TYPESETTING

The McPherson Media Group production system is Macintosh based. Adverts that require typesetting may incur production charges and, if required, should be supplied with appropriate artwork or logos.

AD DELIVERY

Via quickcut or high res PDF to production@dairynewsaustralia.com.au

CONTACT DETAILS

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