

DAIRY NEWS

★ AUSTRALIA ★

NATIONAL EDITION

DIRECT
MAILED TO
OVER 10,000
DAIRY FARMERS
ACROSS
AUSTRALIA



MEDIA KIT
2018

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

SPECIAL REPORTS

FEBRUARY	Pasture Improvement
MARCH	Pasture Improvement
MAY	Australian Breeding Values
JUNE	Calf Rearing
AUGUST	Hay and Silage
SEPTEMBER	Australian Breeding Values / Spring Pastures
DECEMBER	International Dairy Week preview



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 2018

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	MATERIAL DEADLINE
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
93	July 10, 2018	June 26, 2018	July 3, 2018
94	August 14, 2018	August 1, 2018	August 7, 2018
95	September 11, 2018	August 28, 2018	September 4, 2018
96	October 9, 2018	September 27, 2018	October 2, 2018
97	November 13, 2018	October 31, 2018	November 6, 2018
98	December 11, 2018	November 28, 2018	December 4, 2018
99	February 12, 2019	January 30, 2019	February 5, 2019

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

ADVERTISING MANAGER

James MacGibbon

Mobile: 0409 103 745

Email: james.macgibbon@dairynewsaustralia.com.au

EDITOR

Stephen Cooke

Mobile: 0427 124 437

Email: editor@dairynewsaustralia.com.au

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7940 Goulburn Valley Hwy,
Shepparton Victoria, 3632