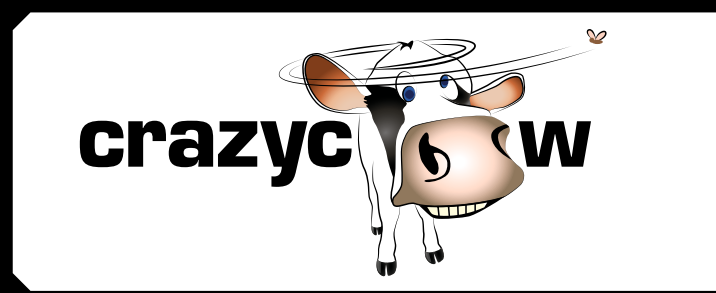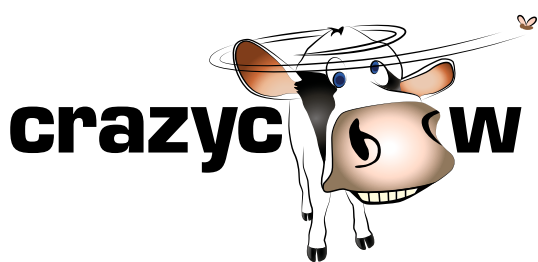# MEDIA KIT 2018/19

Crazy Cow aims to provide its readers with impartial coverage across all breeds and assist breeders to make informed decisions about their genetics and business moving forward. By providing up-to-date news and information both nationally and internationally, Crazy Cow can be the link between you and your target audience.

crazycow

crazyc❀w

Crazy Cow magazine

The quarterly magazine features a compelling mix of on-farm stories with personality pieces, general and international news and breaking technology. Its close and fresh attention to content means this magazine remains on kitchen tables for months — giving its advertisers unparalleled shelf life.

Crazy Cow's mission is to blend news from the industry's commercial and registered sectors in a way that promotes the industry's mutual understanding while simultaneously swelling Australia's impact on the domestic and international playing field.

CrazyCow also aims to boost the long-term profitability of producers and the service industry which supports it.

Previous cover

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, through multiple media platforms.

Targeted distribution

Crazy Cow is an Australian based, all-gloss full-colour magazine, mailed directly to over 2,000 subscribers which is made up of both national and international readers.
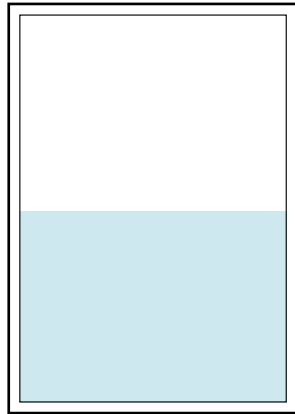
Its provides balanced and compelling national and international content, allowing advertisers to reach out to Australia and News Zealand's most progressive pedigree and commercial dairy producers.

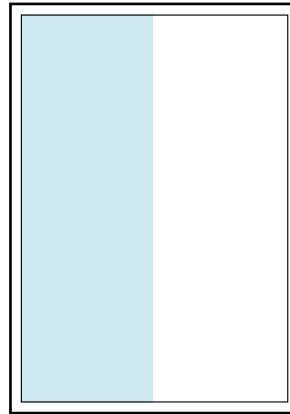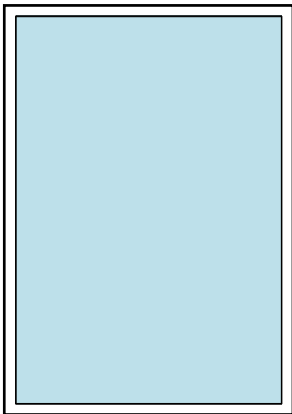# Crazy Cow magazine advertising sizes and rates

Modular sizes
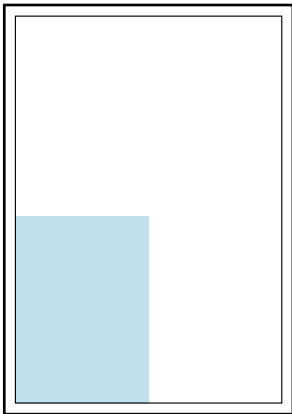
Quarter page (A42)
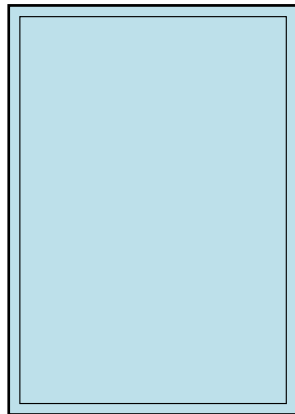134 mm x 92 mm
No bleed

Half page horizontal (A44)
134 mm x 188 mm
No bleed

Half page vertical (A82)
272 mm x 92 mm
No bleed

Full page (A84)
272 mm x 188 mm
No bleed

Full page (A84B)
297 mm x 210 mm
+5 mm bleed
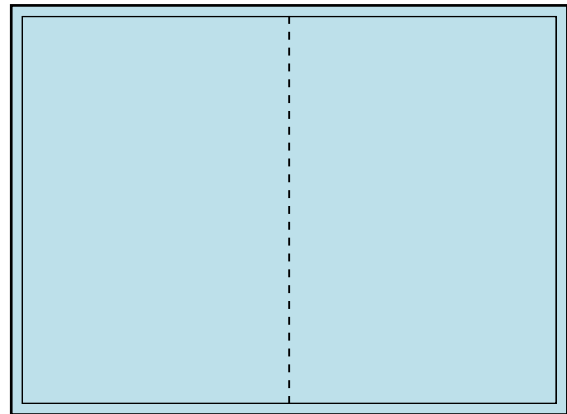
Double-page spread (A88)
297 mm x 420 mm
+5 mm bleed

Advertising rates

Display size	1 x Issue	2 x Issue	4 x Issue
A42	$400	$375	$300
A44	$700	$650	$550
A82	$700	$650	$550
A84	$1,100	$990	$800
A88	$1,800	$1,600	$1,400

Rates listed above are per insertion | Agency Commission = 10%
All rates are exclusive of 10% GST and include colour
Inserts are quoted on request

Print specifications

Detailed resources and colour profile files can be found in the link below…
https://www.dropbox.com/sh/vuzecoeocqbprfa/AABeAJ0WtMLO4QHplrj3o3GNa?dl=0

Publish dates and deadlines

PUBLISH DATES	BOOKING DEADLINE	ADVERT COPY DEADLINE	ADVERT COMPLETION
December 18, 2018	November 20, 2018	November 23, 2018	November 30, 2018
March 5, 2019	February 5, 2019	February 8, 2019	February 20, 2019
June 4, 2019	May 7, 2019	May 10, 2019	May 22, 2019
September 3, 2019	August 6, 2019	August 9, 2019	August 21, 2019
December 3, 2019	November 4, 2019	November 8, 2019	November 20, 2019

Print specifications

Colour profile: ISO Coated V2 (ECI)
Minimum image resolution: 300dpi
Maximum ink saturation: 300%

The total ink saturation for process colour material should be a maximum of 300%. This helps compensate for dot gain and allows for maximum shadow detail and minimum ink set-off.

Process colour: Colour specified in percentages of cyan, magenta, yellow and black.

All Pantone and RGB colour need to be converted to CMYK.

Preferred Rich Black values
60% Cyan | 50% Magenta | 50% Yellow | 100% Black.

Delivery requirements

1. Digital artwork for advertising will only be accepted as a composite PDF with all fonts embedded. Colour ads should be supplied as process colour. Export settings are in the link above.

2. We do not accept native Adobe InDesign, Microsoft Office, Quark Xpress, PageMaker, Freehand, PhotoShop PSD or Corel Draw files as they cannot be checked or modified by our prepress team.

3. Digital artwork can be supplied via: Quickcut; Websend; or emailed to your account manager

Recommended best practice

Preflighting PDFs
All artwork should be preflighted in Acrobat Pro to check artwork conforms to print specifications.
Or use the Indesign Preflight Profile 'GI-Press.idpp
See Dropbox link above for Acrobat Pro Prefight profiles, InDesign Prefight Profile and Colour profiles

Checking Output Preview
All artwork should viewed in Output Preview inside Acrobat Pro. Make sure the 'Simulation Profile' is set to the correct colour profile.
This will give the closest representation of the products printed colours on the selected colour profile.
Note, any RGB or Pantone colours still in the artwork will shift in colour to show how they would print if they are not corrected to CMYK.

Prepress contact details: Brendan Cain, Creative director – (03) 5820 3165
Disclaimer: Whilst internal production processes may verify the material is within specifications the onus is firmly on the tradehouse or agency to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking can take place. McPherson Media Group reserves the right to return and request re-supply of material that does not meet the McPherson Media Group specifications.

Contacts for McPherson Media Group:

Advertising manager
James MacGibbon
E: james.macgibbon@dairynewsaustralia.com.au
M: 0409 103 745

Editor
Dianna Malcolm
E: Editor@crazycow.com.au
M: 0419 483 763

McPherson Media Group

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