

FARMER direct

2019
advertising information

Australia's largest rural catalogue delivered to 600,000 RMB's quarterly

**All-new designed farming
catalogue delivered to roadside
mailboxes across Australia.**

**'Our advertising results from
Farmer Direct have been well
above our expectations. It's
the best value advertising
that we have done.'**

Peter Boulton, (RatBarrow.com.au)

OUR REACH: DELIVERED TO 600,000 RMB'S QUARTERLY



NSW

**180,000
copies plus**



QLD

**160,000
copies plus**



VIC & TAS

**150,000
copies plus**



SA & NT

**70,000
copies plus**



WA

**35,000
copies plus**

MASSIVE COVERAGE • RURAL TARGET • GREAT RESULTS • COST EFFECTIVE

MASSIVE DISTRIBUTION

Be a part of the *farmer direct* advertising catalogue and advertise your products in every state roadside mail boxes (RMB's) distributed by the Australia Post network.

EASY TO READ

The *farmer direct* catalogue is easy-to-read size, offering a wide range of rural products. Printed on lightweight gloss-coated paper and folded to a convenient size for RMB delivery.

GUARANTEED DELIVERY

Direct mail is one of the most reliable means of product marketing in the country today. Your message is delivered direct to the farmer for convenience.

YOUR CHOICE OF COVERAGE

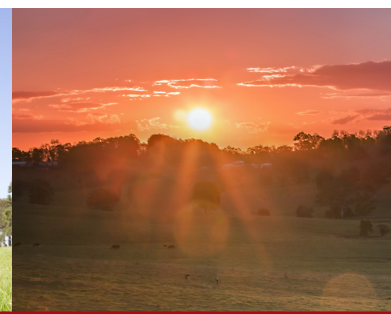
Advertise your message in one, two or every state in Australia. *farmer direct* is distributed quarterly into New South Wales, Queensland, Victoria, South Australia, Tasmania, Northern Territory and Western Australia.

BIG SAVINGS

Direct mail on a state-wide basis can be quite costly when you go it alone. By using the *farmer direct* rural catalogue, you can advertise your products at a fraction of the cost.

BREAK NEW GROUND

Reach new customers and generate more sales with the massive distribution the *farmer direct* rural catalogues can offer your business.



Turn over for 2019 advertising information ➡

FARMER direct

2019

ADVERTISING INFORMATION

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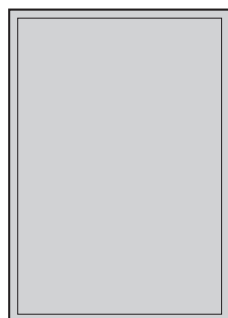
Release dates

NSW	QLD	VIC & TAS	SA & NT	WA
4 Mar	18 Feb	4 Feb	28 Jan	14 Mar
3 Jun	6 May	1 Apr	17 Apr	17 Jun
2 Sep	5 Aug	1 Jul	15 Jul	7 Oct
18 Nov	4 Nov	30 Sep	17 Oct	2 Dec

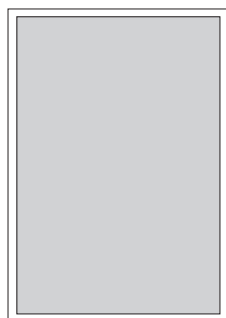
ADVERT SIZE	NSW	QLD	VIC & TAS	SA & NT	WA
Quarter Page	\$1,200	\$1,125	\$1,100	\$750	\$500
Front Page	\$2,400	\$2,250	\$2,200	\$1,500	\$1,000
Half Page	\$2,400	\$2,250	\$2,200	\$1,500	\$1,000
Full Page	\$4,800	\$4,500	\$4,400	\$3,000	\$2,000
DPS	\$9,600	\$9,000	\$8,800	\$6,000	\$4,000

All advertising rates exclude GST

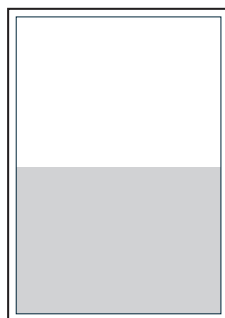
ADVERT SIZE	BOOK 4 ADVERTS IN A SINGLE STATE & SAVE	BOOK 8 ADVERTS ACROSS MULTIPLE STATES & SAVE	BOOK 20 ADVERTS ACROSS ALL STATES & SAVE
Quarter Page	5%	10%	20%
Front Page	10%	20%	25%
Half Page	10%	20%	25%
Full Page	15%	25%	30%
DPS	30%	35%	45%



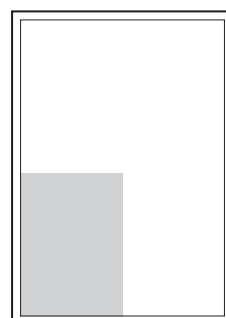
Full page (FD84B)
260 mm x 200 mm (h x w)
+5 mm bleed



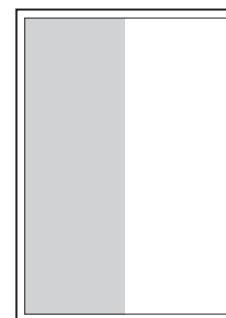
Full page (FD84)
244 mm x 184 mm (h x w)
No bleed



Half page horizontal (FD44)
120 mm x 184 mm (h x w)
No bleed



Quarter page (FD42)
120 mm x 90 mm (h x w)
No bleed



Half page vertical (FD82)
244 mm x 90 mm (h x w)
No bleed

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