

small FARMs

2020

ADVERTISING INFORMATION

Australia's only dedicated small farming magazine

"We've found advertising with *Small Farms* very, very helpful and produced great results for us."

*BJ Sherriff,
Beekeeping Apparel*



Small Farms is the niche publication designed to service and supply information to the smaller farming community whilst providing up to date information to those wishing to become involved in a new farming venture.

The main objective of the publication is to make aware and support the wide volume of new and opportune rural industries currently available in Australia.

Monthly topics included in the magazine are Rural Issues, Special Feature articles, News Briefs, Niche Industries, Weed Watch, Research & Development, Livestock and Cropping interviews, Coming Events, Lifestyle, Book Reviews, What's New, Product Review, Stock for Sale, Classifieds and more.

Small Farms is distributed nationally via newsagents and subscriptions across Australia.

Also available as a digital download.



Publishing dates:

February | March | April | May | June | July | August
September | October | November | December

**BONUS
EDITORIAL***
with most ads booked

Turn over for 2020 advertising information ➡

Australia's only dedicated small farming magazine

Edition	Booking deadline	Artwork deadline	On sale date
February	18 December 2019	8 January 2020	27 January 2020
March	17 January	7 February	26 February
April	16 February	8 March	27 March
May	15 March	5 April	24 April
June	19 April	10 May	29 May
July	20 May	10 June	29 June
August	17 June	8 July	27 July
September	19 July	9 August	28 August
October	19 August	9 September	28 September
November	20 September	11 October	30 October
December/January	21 October	11 November	30 November

Ad size	Casual rate	2-3 Issues	5-6 Issues	11 Issues
Quarter Page	\$400	\$380	\$360	\$320
Front Page + BONUS EDITORIAL*	\$800	\$760	\$720	\$640
Half Page + BONUS EDITORIAL*	\$800	\$760	\$720	\$640
Full Page + BONUS EDITORIAL*	\$1600	\$1440	\$1280	\$1120
DPS + BONUS EDITORIAL*	\$3200	\$2560	\$2240	\$1920

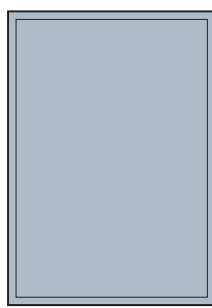
Special positions casual rate

Page 2	\$1800
Inside back page	\$1700
Outside back page	\$1950
Centre-page spread	\$3500

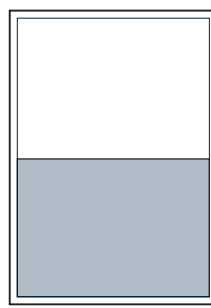
Discounts apply for 11 Issue bookings
All positions subject to availability at time of booking.
All prices exclude GST



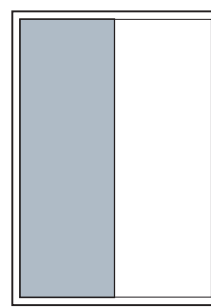
Double page spread (A88B)
297 mm x 420 mm (h x w)
+5 mm bleed



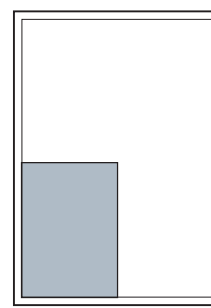
Full page (A84B)
297 mm x 210 mm (h x w)
+5 mm bleed



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



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



Quarter page (A42)
134 mm x 92 mm (h x w)
No bleed

* Bonus editorial applies to any half page, full page or DPS advertisement booked. Only one editorial per business. There is no guarantee that advertisements and editorial will be published together. Editorial and a high quality photo are to be supplied by the advertiser and edited by the Small Farms editor if required. Editorial will also be published on our website www.smallfarms.net

All advertising includes full colour reproduction.

Contact

Rob McCracken Advertising Sales: 0407 483 872
E: rob.mccracken@farmerdirect.com.au W: www.farmerdirect.com.au
Farmer Direct: 1300 012 604

Published by Pulse Hub Pty Ltd, (ABN: 50 117 547 190)
a division of McPherson Media Group 7940 Goulburn Valley Hwy, Kialla, VIC 3631