

DAIRY NEWS

★ AUSTRALIA ★

NATIONAL EDITION

DIRECT
MAILED TO
OVER 8,500
DAIRY FARMERS
ACROSS
AUSTRALIA



MEDIA KIT
2020

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

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. These platforms allow us to communicate with our audience in real time, bringing breaking and topical news each and every day in between our monthly print publications.



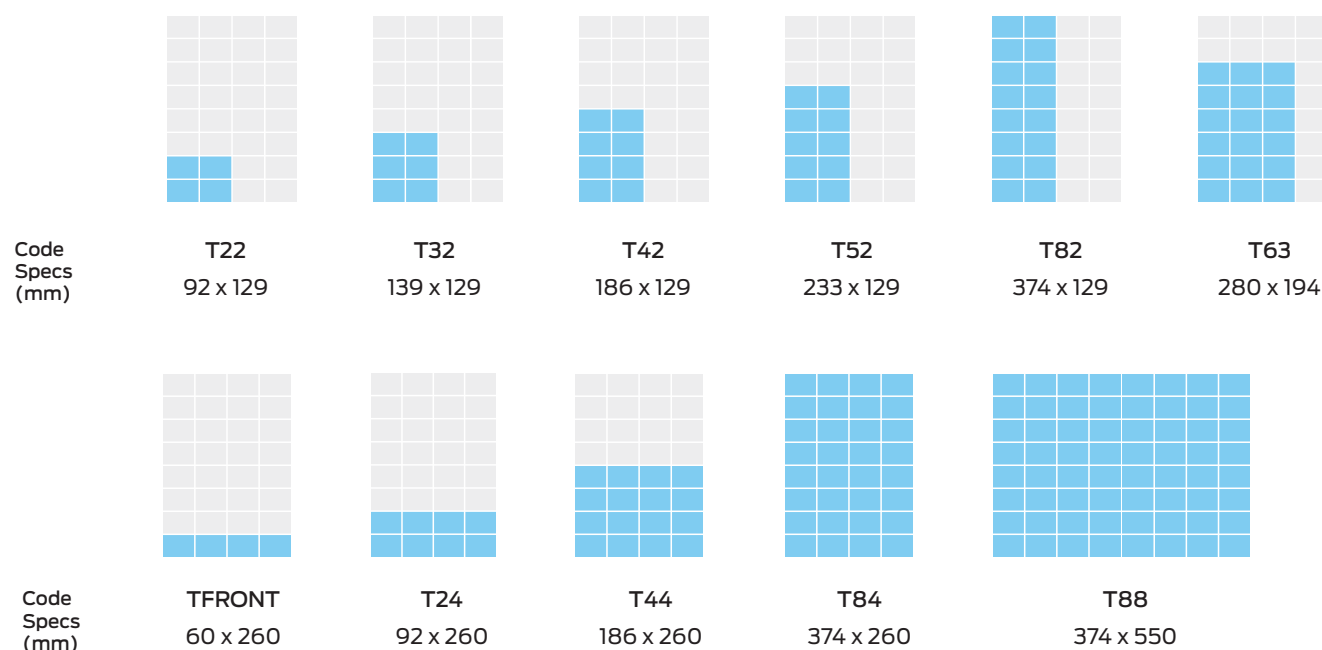
www.dairynewsaustralia.com.au

SPECIAL REPORTS

| | |
|-----------|--|
| JANUARY | International Dairy Week preview |
| FEBRUARY | Pasture Improvement |
| MARCH | Pasture Improvement |
| APRIL | Australian Breeding Values |
| JUNE | Calf Rearing |
| AUGUST | Hay and Silage |
| SEPTEMBER | Spring Pastures / Australian Breeding Values |



MODULAR DISPLAY SIZES



*All measurements 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 |
| Inside Back | \$3,750 | \$3,469 | \$3,188 | \$3,000 |
| Back Cover | \$4,000 | \$3,700 | \$3,400 | \$3,200 |

Rates listed above are per insertion.

Agency commission 10%

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



PUBLISHING DATES & DEADLINES FOR 2020

| ISSUE | PUBLISHING DATE | BOOKING DEADLINE | ADVERT COMPLETION |
|-------|-------------------|--------------------|-------------------|
| 111 | January 7, 2020 | December 12, 2019 | December 19, 2019 |
| 112 | February 11, 2020 | January 23, 2020 | January 30, 2020 |
| 113 | March 10, 2020 | February 20, 2020 | February 27, 2020 |
| 114 | April 14, 2020 | March 19, 2020 | March 26, 2020 |
| 115 | May 12, 2020 | April 23, 2020 | April 30, 2020 |
| 116 | June 9, 2020 | May 21, 2020 | May 28, 2020 |
| 117 | July 14, 2020 | June 18, 2020 | July 2, 2020 |
| 118 | August 11, 2020 | July 23, 2020 | July 31, 2020 |
| 119 | September 8, 2020 | August 20, 2020 | August 27, 2020 |
| 200 | October 13, 2020 | September 24, 2020 | 8th October, 2020 |
| 201 | November 10, 2020 | October 22, 2020 | October 29, 2020 |
| 202 | December 8, 2020 | November 19, 2020 | November 27, 2020 |

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 with 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

Max Hyde

Mobile: 0408 558 938

Email: max.hyde@dairynewsaustralia.com.au

EDITOR

Geoff Adams

Phone: (03) 5820 3229

Email: editor@dairynewsaustralia.com.au

Published by McPherson Media Group
7940 Goulburn Valley Hwy,
Shepparton Victoria, 3632