

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.



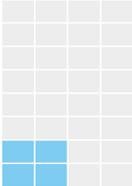
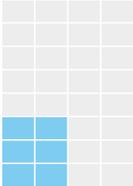
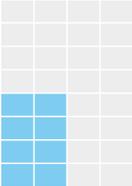
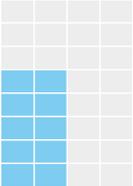
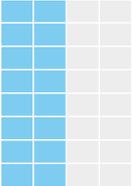
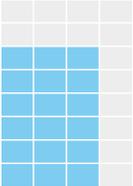
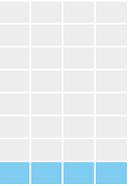
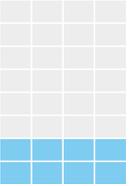
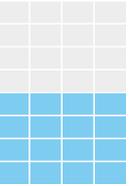
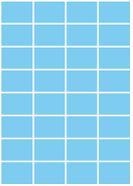
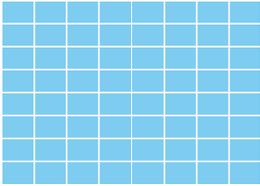
www.dairynewsaustralia.com.au

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

						
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 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

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7940 Goulburn Valley Hwy,
Shepparton Victoria, 3632