

DAIRY NEWS

★ AUSTRALIA ★

NATIONAL EDITION

UPDATED JANUARY 1, 2024

DIRECT
MAILED TO
EVERY DAIRY
FARMER IN
THE COUNTRY



MEDIA KIT
2024

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.

DAIRY NEWS

* AUSTRALIA *

NATIONAL EDITION

PUBLISHING EXPERTISE

McPherson Media Group, a family owned company for more than 140 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

Nearly 7000 copies of *Dairy News Australia* are 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.



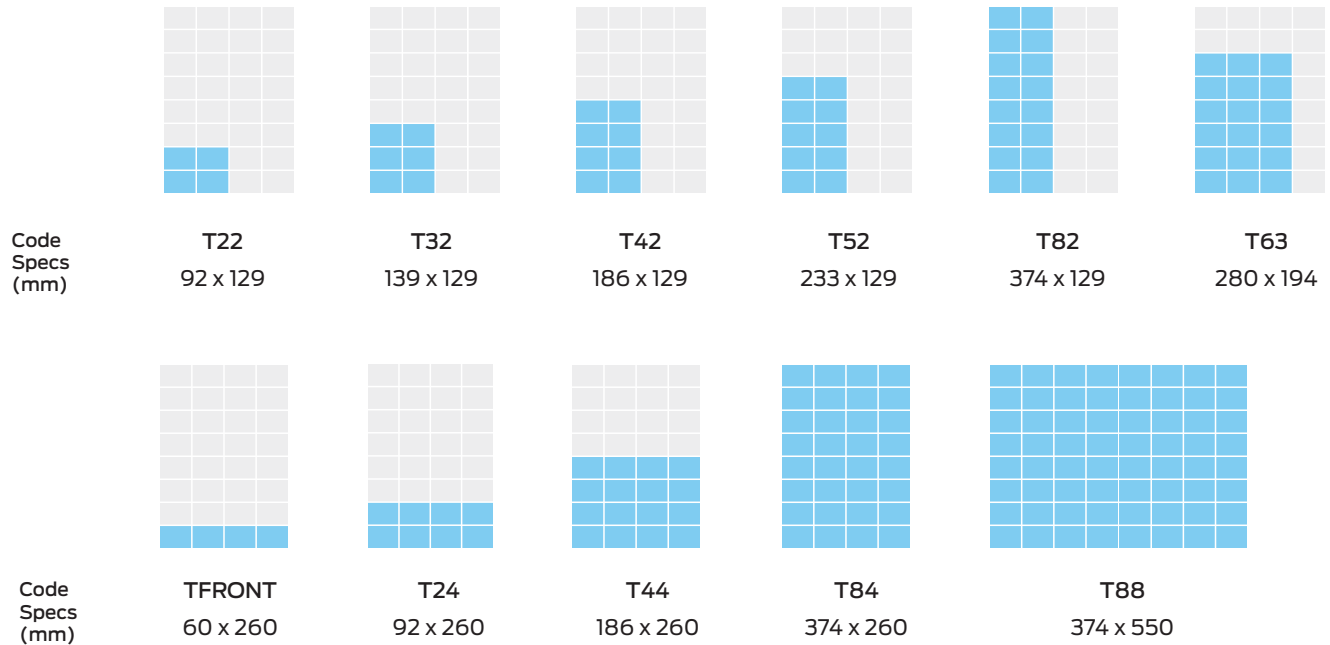
www.dairynewsaustralia.com.au

SPECIAL REPORTS

JANUARY	International Dairy Week Preview
FEBRUARY	Pasture Improvement
MARCH	Pasture Improvement
MAY	Australian Breeding Values
JUNE	Calf Rearing
JULY	Stockfeeds
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	11-12
T22	\$462	\$427	\$393	\$370
T32	\$693	\$641	\$589	\$554
T24/T42	\$924	\$855	\$785	\$739
T52	\$1,155	\$1,068	\$982	\$924
T44/T82	\$1,848	\$1,709	\$1,571	\$1,478
T63	\$2,079	\$1,923	\$1,767	\$1,663
T84	\$3,696	\$3,419	\$3,142	\$2,957
T88	\$7,392	\$6,838	\$6,283	\$5,914
TFRONT	\$1,544	\$1,428	\$1,312	\$1,235
Inside Front	\$4,200	\$3,885	\$3,570	\$3,360
Inside Back	\$3,938	\$3,642	\$3,347	\$3,150
Back Cover	\$4,200	\$3,885	\$3,570	\$3,360

Rates listed above are per insertion.

Agency commission 10%.

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



PUBLISHING DATES & DEADLINES FOR 2024

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	ADVERT COMPLETION
159	January 2, 2024	December 5	December 12
160	February 6, 2024	January 16	January 23
161	March 5, 2024	February 13	February 20
162	April 2, 2024	March 12	March 19
163	May 7, 2024	April 16	April 23
164	June 4, 2024	May 14	May 21
165	July 2, 2024	June 11	June 18
166	August 6, 2024	July 16	July 23
167	September 3, 2024	August 13	August 20
168	October 1, 2024	September 10	September 17
169	November 5, 2024	October 15	October 22
170	December 3, 2024	November 12	November 19

PRINTING DETAILS

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

Sandy Lloyd

Phone: (03) 5820 3252

Email: editor@dairynewsaustralia.com.au

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

ACHIEVE THE MAXIMUM RETURNS FROM YOUR CATALOGUE!

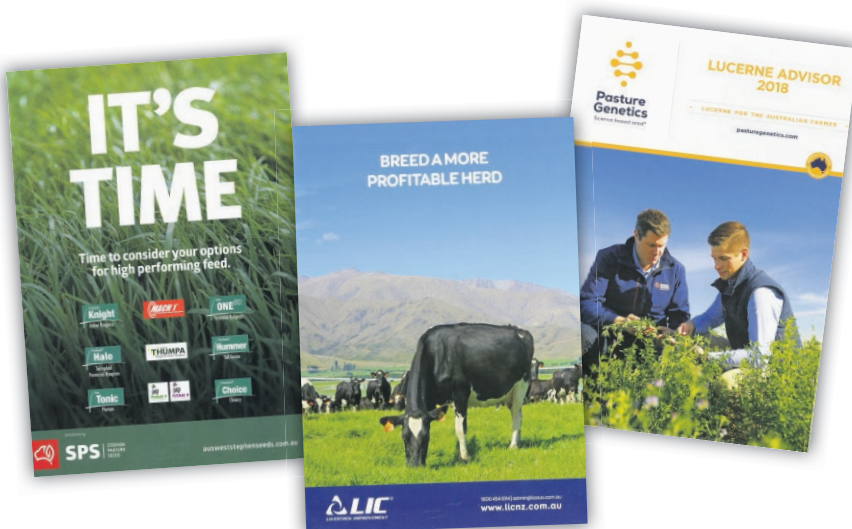
Catalogues are a great way to promote your brands and products, they allow you fully expose what you have to offer in a model that's totally owned by your business, but are you getting the best bang for your buck?

GUARANTEED DELIVERY

- Have your catalogue run with Dairy News Australia inside the plastic wrapped, personally addressed mail out, direct to dairy farmers all over Australia

FLEXIBLE DISTRIBUTION

- Target key areas if you don't want to be speaking to the national audience, break down by states, and in Victoria, break down by regions, those being Murray, Gippsland and Western Victoria



JOIN THE GROWING LIST OF CLIENTS UTILISING DAIRY NEWS AUSTRALIA FOR DISTRIBUTION OF THEIR CATALOGUE.

PRICING

Insert	Grams	Price
National	Under 100 grams	\$4,250 +GST
National	Over 100 grams	POA
State or regional	–	POA



FOR MORE INFORMATION RELATING TO INSERTS, CONTACT

NATIONAL SALES MANAGER: **Max Hyde**
Phone: 0408 558 938 | Email: max.hyde@dairynewsaustralia.com.au



DAIRY NEWS

* AUSTRALIA *

REGIONAL VICTORIA SECTIONS

UPDATED January 1, 2024

DIRECT
MAILED TO
EVERY
DAIRY FARMER
ACROSS
VICTORIA

MEDIA KIT
2024

Local Content

Dairy News Australia partners with the Regional Victorian dairy bodies, in each region, to create local content specific to each section. A number of on farm stories are produced as farmers love to see what other farmers are doing. For farmers this content is real, relevant, and content they can relate to. Further industry news, information and advice relevant to the region is also included.

PUBLISHING EXPERTISE

McPherson Media Group, a family owned company for more than 140 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.

FLEXIBLE OPTIONS

Advertisers can now target specific regions within Victoria. Options are available to advertise in one, two or all of the regional Victorian sections. This provides businesses the opportunity to promote their products and services specifically in their preferred target market.

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.



ABOUT REGIONAL VICTORIA SECTIONS

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.

REGIONAL VICTORIAN

Almost 5000 regional Victorian copies of *Dairy News Australia* are personally addressed and direct mailed, via Australia Post, to every dairy farmer who pays a levy, industry bodies and stakeholders. Each edition of *Dairy News Australia* with the Regional Victorian content is distributed to dairy farmers only within the relevant region.

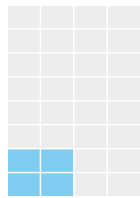


- Murray dairy farmers receive the National edition with Murray section.
- Gippsland dairy farmers receive the National edition with Gippsland section.
- South West Vic dairy farmers receive the National edition with South West Vic section.
- Dairy farmers outside of Victoria receive the National edition only.

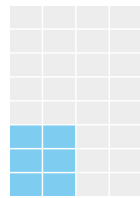
www.dairynewsaustralia.com.au



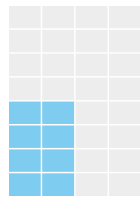
MODULAR DISPLAY SIZES



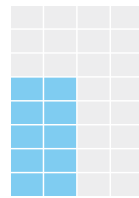
T22
92 x 129



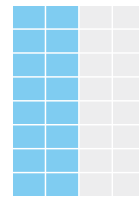
T32
139 x 129



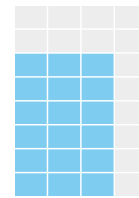
T42
186 x 129



T52
233 x 129

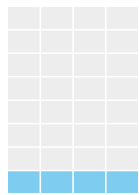


T82
374 x 129

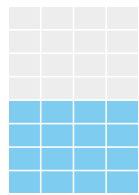


T63
280 x 194

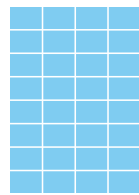
Code Specs (mm)



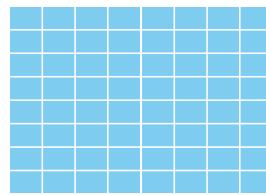
TFRONT
60 x 260



T44
186 x 260



T84
374 x 260



T88
374 x 550

Code Specs (mm)

*All measurements shown are in mm and height x width.

ADVERTISING RATES

Victorian Editions	Gippsland Region	Murray Region	South West Region
Display Size	1 region	2 regions	3 regions
T22	\$300	\$375	\$450
T32	\$375	\$452	\$528
T42	\$450	\$577	\$704
T52	\$480	\$680	\$880
T44	\$635	\$1,022	\$1,408
T63	\$715	\$1,150	\$1,584
T84	\$1,090	\$1,953	\$2,816
T88	\$2,000	\$3,816	\$5,632
TFRont	\$450	\$813	\$1,176
Inside Front	\$1,200	\$2,200	\$3,200
Inside Back	\$1,150	\$2,075	\$3,000
Back Cover	\$1,275	\$2,238	\$3,200

5% discount for 3 issues
10% discount for 6 issues
All rates are exclusive of GST



PUBLISHING DATES & DEADLINES FOR 2024

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	ADVERT COPY DEADLINE
160	6 February 2024	16 January 2024	23 January 2024
162	2 April 2024	12 March 2024	19 March 2024
164	4 June 2024	14 May 2024	21 May 2024
166	6 August 2024	16 July 2024	23 July 2024
168	1 October 2024	10 September 2024	17 September 2024
170	3 December 2024	12 November 2024	19 November 2024

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%.
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AD DELIVERY

CONTACT DETAILS

ADVERTISING MANAGER

Max Hyde

Mobile: 0408 558 938

Email: max.hyde@dairynewsaustralia.com.au

EDITOR

Sandy Lloyd

(03) 5820 3252

sandy.lloyd@mimg.com.au

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



CONNECT WITH DAIRY FARMERS ONLINE

Welcome to dairynewsaustralia.com.au, the digital extension of arguably Australia's most popular Dairy publication. The website will provide expertise, industry news, breaking news and on farm stories from around the country every day.

DISPLAY ADVERTISING OPTIONS

Display Size	Specifications	Price
Leaderboard	728px (w) x 90px (h)	\$20 per 1000 page impressions
Medium Rectangle	300px (w) x 250px (h)	\$20 per 1000 page impressions
Site take over		\$250 per day

MOBILE ADVERTISING OPTIONS

Display Size	Specifications	Price
Adhesion Banner	320px (w) x 50px (h)	\$30 per 1000 impressions

VIDEO ADVERTISING OPTIONS

Display Size	Specifications	Price
In-Article Video	Up to 90 seconds, 1MB File Size	\$40 per 1000 impressions

PROMOTED CONTENT

Image, Video, Text, Web link positioned on Home Page
Up to 90 seconds 1mb file size

\$250 per week

FACEBOOK ADVERTISING

Sponsored Post

\$300 per post

DEADLINES

Booking 72 hours prior
Artwork 48 hours prior



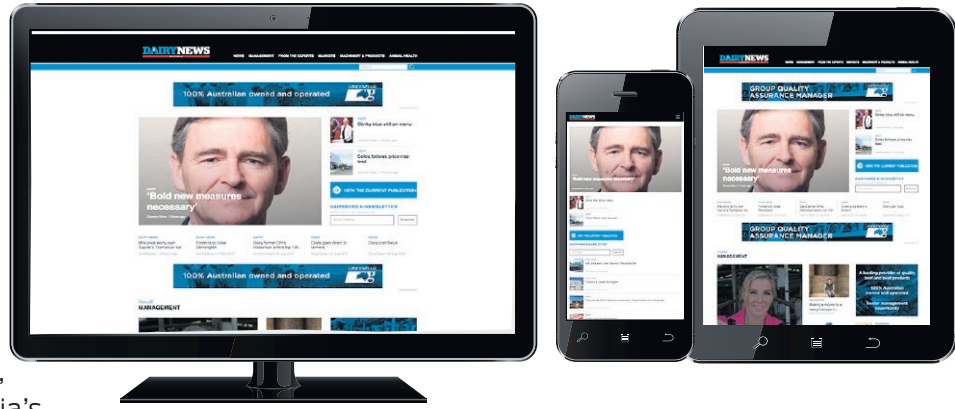
* All prices are exclusive of GST

CONTACT DETAILS

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Phone: 0408 558 938 | Email: max.hyde@dairynewsaustralia.com.au



10% GST to be added.



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PACKAGE OPTIONS	Online Display Advertisement Impressions	Ad to appear on www.dairynews.com.au <i>And on other news websites of heavily populated dairy regions e.g. Shepparton News, Riverine Herald, Kyabram Free Press, Cobram Courier, Southern Riverina News (Finley), Campaspe Balley News (Rochester)</i>	Sponsored content article with image and/or video to be hosted on the website for a period of 30 days. <i>Content can change each month.</i>	Monthly partnered Facebook (3987) image or video, short message, weblink if required.	Total cost exc. GST
Package A	100,000	✓	✓	✓	\$2500
Package B	50,000	✓	✓	✓	\$1500
Package C	40,000	✓	✗	✗	\$800
Package D	20,000	✓	✗	✗	\$400

DEADLINES

Booking 72 hours prior
Artwork 48 hours prior



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