

DAIRY NEWS

★ AUSTRALIA ★

NATIONAL EDITION

UPDATED OCTOBER, 2025

DIRECT
MAILED
AUSTRALIA
WIDE



MEDIA KIT
2025

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 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 5,500 copies of *Dairy News Australia* are personally addressed and mailed via Australia Post to a comprehensive list of levy-paying dairy farmers, industry bodies, and stakeholders. This targeted distribution ensures a personal, cost-effective, and highly engaging reach for advertisers.



REGIONAL EDITIONS

Every second edition of *Dairy News Australia* includes content dedicated to the specific Regional Dairy markets of Victoria – Murray Region, Gippsland Region, and West Vic Region. 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 X 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

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	11-12
T22	\$509	\$470	\$434	\$408
T32	\$764	\$707	\$649	\$611
T42/T24	\$1,019	\$943	\$865	\$815
T52	\$1,274	\$1,177	\$1,083	\$1,019
T44/T82	\$2,037	\$1,884	\$1,733	\$1,630
T63	\$2,292	\$2,120	\$1,948	\$1,833
T84	\$4,075	\$3,770	\$3,464	\$3,260
T88	\$8,150	\$7,539	\$6,927	\$6,521
Inside Front	\$4,631	\$4,283	\$3,936	\$3,704
Inside Back	\$4,342	\$4,015	\$3,690	\$3,473
Back Cover	\$4,631	\$4,283	\$3,936	\$3,704

Rates listed above are per insertion.

Agency commission 10%.

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



PUBLISHING DATES & DEADLINES FOR 2025

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	ADVERT COMPLETION
183	January 6, 2026	December 2, 2025	December 9, 2025
184	February 3, 2026	January 14, 2026	January 21, 2026
185	March 3, 2026	February 11, 2026	February 18, 2026
186	April 7, 2026	March 11, 2026	March 18, 2026
187	May 5, 2026	April 15, 2026	April 22, 2026
188	June 2, 2026	May 13, 2026	May 20, 2026
189	July 7, 2026	June 14, 2026	June 21, 2026
190	August 4, 2026	July 15, 2026	July 22, 2026
191	September 1, 2026	August 12, 2026	August 19, 2026
192	October 6, 2026	September 16, 2026	September 23, 2026
193	November 3, 2026	October 14, 2026	October 21, 2026
194	December 1, 2026	November 11, 2026	November 18, 2026

PRINTING DETAILS

Specifications

- Colour profile ISOnewspaper26v4 – CMYK
- Maximum ink saturation: 240%
- Full page print area: 374mm x 260mm (HxW)
- Pantone and RGB colour needs to be converted to CMYK.
- Digital photo pixel size for a full page is 2047 x 2945px.

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.
- 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.

AD DELIVERY

High res PDF to production@dairynewsaustralia.com.au

Scan or click
for newsprint
specifications,
InDesign templates
and colour profile



CONTACT DETAILS

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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



@DairyNewsAustralia



@DairyNewsOz

FOR MORE INFORMATION RELATING TO INSERTS, CONTACT

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