

# DAIRY NEWS

★ AUSTRALIA ★

NATIONAL EDITION

DIRECT  
MAILED TO  
EVERY DAIRY  
FARMER IN  
THE COUNTRY



MEDIA KIT  
2021

## 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

Over 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.



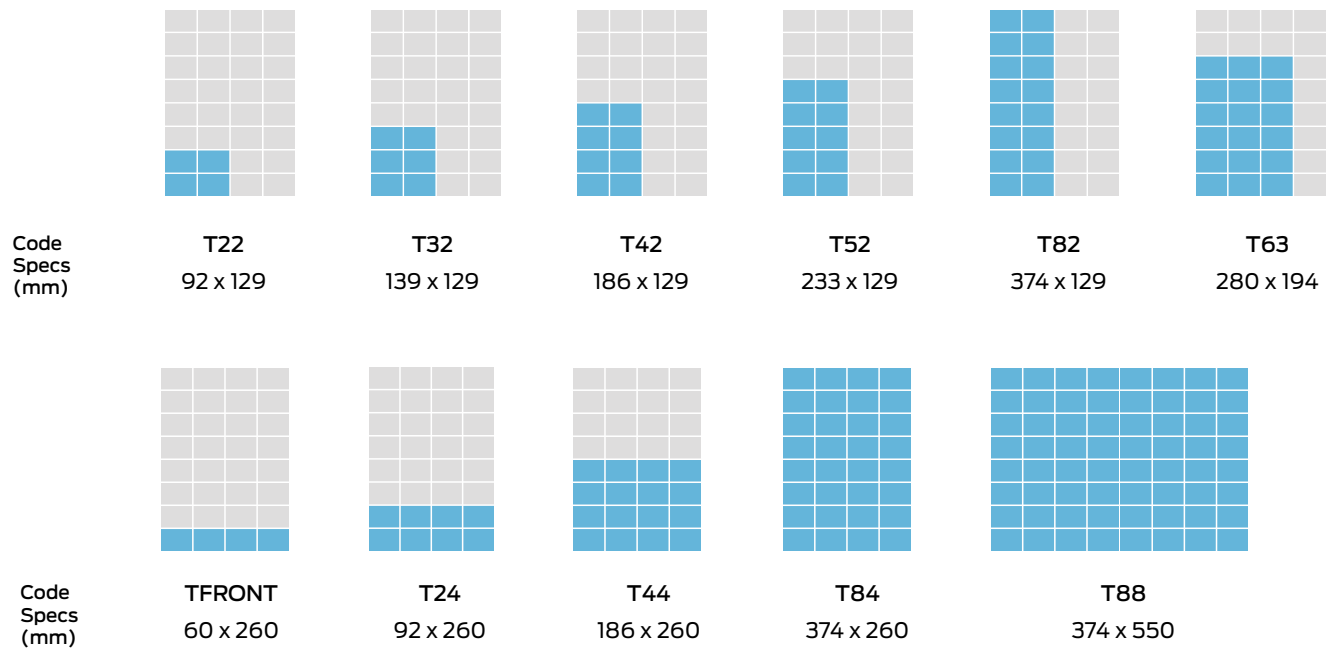
[www.dairynewsaustralia.com.au](http://www.dairynewsaustralia.com.au)

## SPECIAL REPORTS

JANUARY	Farm Technology
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	\$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 2021

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	ADVERT COMPLETION
123	January 12, 2021	December 14	December 21
124	February 9, 2021	January 19	January 27
125	March 9, 2021	February 16	February 24
126	April 13, 2021	March 23	March 31
127	May 11, 2021	April 20	April 28
128	June 8, 2021	May 18	May 26
129	July 13, 2021	June 22	June 30
130	August 10, 2021	July 20	July 28
131	September 14, 2021	August 24	September 1
132	October 12, 2021	September 21	September 29
133	November 9, 2021	October 19	October 27
134	December 7, 2021	November 16	November 24

### 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

##### Alana Christensen

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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



@DairyNewsAustralia



@DairyNewsOz

**FOR MORE INFORMATION RELATING TO INSERTS, CONTACT**

**NATIONAL SALES MANAGER: Max Hyde**

Phone: 0408 558 938 | Email: [max.hyde@dairynewsaustralia.com.au](mailto:max.hyde@dairynewsaustralia.com.au)



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