

# DAIRY NEWS

★ AUSTRALIA ★

REGIONAL VICTORIA SECTIONS

DIRECT  
MAILED TO  
EVERY  
DAIRY FARMER  
ACROSS  
VICTORIA

MEDIA KIT  
2021

## 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.

# DAIRY NEWS

\* AUSTRALIA \*

## REGIONAL VICTORIA SECTIONS

### 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.

### 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 to 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.

### TARGETED DISTRIBUTION

Almost 5000 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.



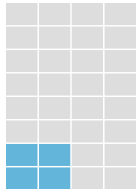
- Murray dairy farmers receive the National edition with Murray section.
- Gippsland dairy farmers receive the National edition with Gippsland section.
- South West Vic dairy farmers receive the National edition with South West Vic section.
- Dairy farmers outside of Victoria receive the National edition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

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

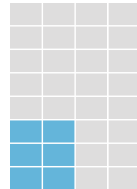




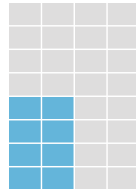
### MODULAR DISPLAY SIZES



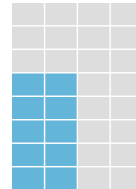
**T22**  
92 x 129



**T32**  
139 x 129



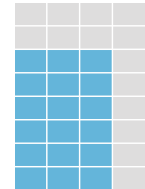
**T42**  
186 x 129



**T52**  
233 x 129

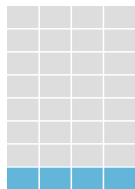


**T82**  
374 x 129

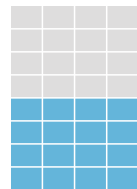


**T63**  
280 x 194

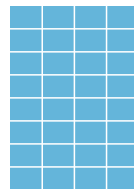
Code Specs (mm)



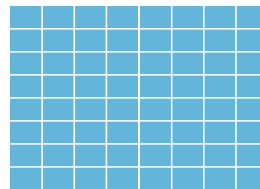
**TFRONT**  
60 x 260



**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

Display Size	One Region Number of editions.		Statewide Number of editions.	
	1-3	4-6	1-3	4-6
T22	\$300	\$285	\$375	\$355
T32	\$375	\$356	\$565	\$540
T42	\$450	\$428	\$750	\$715
T52	\$480	\$456	\$935	\$890
T44/T82	\$635	\$603	\$1,500	\$1,425
T63	\$715	\$679	\$1,685	\$1,600
T84	\$1,090	\$1,036	\$2,995	\$2,845
T88	\$2,000	\$1,900	\$5,985	\$5,685
TFront	\$450	\$450	\$1,075	\$1,025
Inside Front	\$1,200	\$1,140	\$3,400	\$3,230
Inside Back	\$1,150	\$1,093	\$3,200	\$3,040
Back Cover	\$1,275	\$1,211	\$3,400	\$3,230



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

### PUBLISHING DATES & DEADLINES FOR 2021

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	ADVERT COPY DEADLINE
124	February 9, 2021	January 12, 2021	January 26, 2021
125	April 13, 2021	March 16, 2021	March 30, 2021
126	June 8, 2021	May 11, 2021	May 25, 2021
127	August 10, 2021	July 13, 2021	July 27, 2021
128	October 12, 2021	September 14, 2021	September 28, 2021
129	December 7, 2021	November 9, 2021	November 23, 2021

#### 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 RBG 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](mailto:production@dairynewsaustralia.com.au)

#### CONTACT DETAILS

##### ADVERTISING MANAGER

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##### EDITOR

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