

AUSTRALIAN
agcontractor
& LARGE SCALE FARMER

rate card
2012



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If you want to get in touch with the increasingly important agricultural contracting sector, there is no better vehicle than Australian AG Contractor magazine. As a national publication with ties to contracting industry associations, AG Contractor magazine has established a strong following among Australian contractors.

Trends worldwide show the number and the scale of contracting operations are increasing. Contractors are buying larger equipment with progressively shorter time periods between purchases. Their annual spend on capital equipment is many times that of traditional farmers, who are moving toward smaller, less specialised equipment as their incomes decrease. All indications are that the drought will push Australia further down this path as the number of individual farms decreases and they rely increasingly on specialist rural contractors.

Agricultural machinery suppliers face difficulty marketing their products and services directly to their contracting clients. General farming media options offer only fragmented market penetration and have proved to be less than cost-effective in many markets.

Australian AG Contractor magazine is a high-quality, glossy, full-colour, publication. It offers you the ideal way to communicate directly with the rural contractor market. Via our exclusive database, Australian AG Contractor is mailed free to all known agricultural contractors plus the largest farming properties throughout the country. It is also available on subscription to those who do not meet the publisher's criteria for complimentary copies, thus extending our reach even further.

Advantages of advertising in AG Contractor magazine:

- After ten years of publication we have developed intimate knowledge of the issues facing contractors throughout Australia.
- We bring our readers essential information on product development and new machinery entering the Australian market.
- Surveys show our readers particularly enjoy our in-depth profiles of contractors, which provide both human interest and ideas about how to succeed in a competitive marketplace.
- We are published by AML/Agrimedia, experienced rural publishers with a presence on both sides of the Tasman.

Australian AG Contractor fills a vital gap in the rural media market. This magazine represents the most effective, economical, credible and professional method of getting your important message across to your target market... without the wastage factors associated with other publications.

Editor: Paul Titus


Advertising Sales: Max Hyde



Publication Dates & Deadlines

ISSUE & NUMBER	ADVERT BOOKING DEADLINE	ADVERT MATERIAL DEADLINE	DATE OF PUBLICATION
GroundBreaker* No. 68	February 13th	February 16th	February 29th
Autumn No. 69	March 14th	March 19th	April 6th
Winter No. 70	May 23rd	May 28th	June 6th
Green to Gold* No. 71	July 4th	July 9th	August 6th
Spring No. 72	September 5th	September 10th	September 29th
Summer No. 73	October 8th	October 11th	November 6th

Editorial Features

 EQUIPMENT FOCUS	SPECIAL FEATURE	EDITORIAL DEADLINE	DATE OF PUBLICATION
GroundBreaker* No. 68 What's New in: Development techniques, methodologies in cultivation and crop establishment	Precision Farming	February 6th	February 29th
Autumn No. 69 What's New in: Spraying Technology	Ploughs, drills & cultivation equipment	March 7th	April 6th
Winter No. 70 What's New in: Tractors mid/large range horsepower	Agricultural tyres, wheels and tracks	May 16th	June 6th
Green to Gold* No. 71 What's New in: Development techniques, methodologies in hay & silage production		June 27th	August 6th
Spring No. 72 What's New in: Grass gear including mowers, rakes, balers & loader wagons	Hay & Silage consumables – wrap, twine & inoculants	August 29th	September 29th
Summer No. 73 What's New in: Telehandlers & bale handling equipment	Fertiliser spreaders & fertiliser technology	October 1st	November 6th

REGULAR FEATURES: Technology | Contractor Profiles | Across the Ditch | Equipment Updates | Industry Associated News

* **SPECIAL EDITION**

Rate Card

SIZE CODE	SIZE mm (H x W)	DESCRIPTION	BLACK & WHITE	COLOUR
A	297 x 420 + 5mm bleed	Double Page Spread	A \$3755.00	A \$4930.00
B	297 x 210 + 5mm bleed	Full Page	A \$2215.00	A \$2800.00
C	125 x 180	Half Page Landscape	A \$1370.00	A \$1675.00
D	267 x 88	Half Page Portrait	A \$1370.00	A \$1675.00
E	85 x 180	One Third Page Landscape	A \$1065.00	A \$1235.00
F	125 x 88	Quarter Page	A \$840.00	A \$995.00



Special positions: add 15% **Covers:** Inside Front Cover - add 30% Inside Back Cover - add 20% Outside Back Cover - add 30%

Inserts: Quotations on request **Cancellations:** Two weeks prior to publishing date (Please refer to full terms and conditions). PLEASE NOTE: All prices are exclusive of GST

production specifications

Australian AG Contractor & Large Scale Farmer: True A4 produced on a Sheet Fed Offset Printing Press and staple bound.

Covers: 300gsm gloss art paper, gloss seal on outside

Inside Pages: 100 gsm gloss art paper

Trim size: 297 x 210mm **Bleed size:** 307 x 220mm

Digital Files

We require high resolution PDF files with all fonts embedded. All images within the PDF document must be CMYK and a minimum of 300dpi. Use the 'Press Quality' setting in Acrobat and Acrobat Distiller when creating your PDF files.

Original Files

Where a PDF file is unable to be provided we can also accept original files created using Freehand, Indesign, Illustrator or Photoshop.

Fonts

Unless there are large amounts of text, convert all fonts to paths. All fonts used should be documented and be embedded in the EPS file.

Graphics

Save all linked files in TIF format. Colour or greyscale scans should be at 300dpi, line art at 600dpi. Scans should be supplied at the same size and correct resolution as used in the final advertisement. Ensure all external linked files are supplied, with the file, on disk and that they are current (i.e. have not been modified since placement).

Digital Photographs

When providing images taken on digital cameras a high quality

image is required. A jpeg at minimum file size of 2mb is recommended. Equal to a setting of "Better" on some cameras.

Colour

Full colour advertisements must be created using the CMYK (Cyan, Magenta, Yellow, Black) colour mode. RGB (Red, Green, Blue) images will print out as greyscale. Please convert any Spot or Pantone colours used to a CMYK value.

File Preparation

Create the dimensions of the document page the same as the actual size of the advert. Keep all text boxes and graphics completely within 10mm of the trim boundaries of the page.

Please ensure all double page and full page adverts contain at least 5mm bleed around each side of the advert.

All black text needs to be set at a CMYK value of only 100% Black(K) as black text using all of these 4 colours is difficult to register. Large solid blocks/areas of black need to be a CMYK value of 20% Cyan(C) and 100% Black(K) to produce an intense and rich black. Delete all unused colours, empty text boxes and all unused elements off the pasteboard area, outside the page.

Where possible include a laser copy of the final advertisement with your disk.

Email

When emailing files please state which publication the advert is for and give the advertisers name and full contact details.

Files should be sent to: art@agrimedia.co.nz

Removable Media

Files can be supplied on CD or DVD.



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