

town & country farmer

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SIX
ISSUES A YEAR!

ADVERTISING RATE CARD 2011

2011 PUBLICATION DATES

	Feb/Mar 11	Apr/May 11	Jun/Jul 11	Aug/Sep 11	Oct/Nov 11	Dec/Jan 12
Booking by	January 6	March 3	May 5	June 30	September 1	November 1
Material by	January 13	March 10	May 12	July 7	September 8	November 8
Distributed	February 7	April 5	June 6	August 1	October 3	December 5

Since 1984, Town & Country Farmer has been providing Australia's farm families with great ideas and information about all aspects of living and working on the land. Now, in response to reader and advertiser requests, Town and Country Farmer is moving from quarterly publication to six times a year. Revitalised under new management, it will continue its mission of being the practical 'how-to' magazine for new and established farmers keen to add value to their business. More than 10,000 copies are distributed of each issue, available nationally through newsagents and by subscription.

ADVERTISING REPRESENTATIVES

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ADVERTISING RATES

	casual	x3	x6
Full page	2050	1845	1640
Half page	1230	1107	984
Third page	820	738	656
Quarter page	677	609	541

Preferred positions
Inside front cover plus 25%
Outside back cover plus 25%
Inside back cover plus 15%
Trade Directory - on application
Inserts - on application

Please note: GST not included in above rates. Agency commission: 10%

town&country farmer

Publisher
Max Hyde
03 9870 4161
magazine@tacfarmer.com.au

2011 FEATURES

Feb/Mar
Fencing and shedding

Apr/May
Alpacas

Jun/Jul
Farm vehicles

Aug/Sep
Going solar

Oct/Nov
Fire awareness

Dec/Jan 2012
Farm equipment



SPECIFICATIONS

Advertising rates are based on print-ready material being supplied to the specifications below. Any studio services required will be charged at trade rates. Type area is constrained to the margins of the magazine content layout. Material should be supplied as print-ready PDF files in CMYK. The general resolution should be 2400dpi and scans no less than 300dpi. Town & Country Farmer does not accept Microsoft Publisher, Word, Excel or PowerPoint files. Extra charges will apply to Adobe InDesign, Pagemaker, Illustrator and Photoshop and QuarkXpress files. Film or bromide will not be accepted. All fonts must be collected or embedded. All images to be supplied as 300dpi CMYK jpeg, TIFF or EPS files. Spot colours must separate in CMYK and metallic colours are unacceptable. Minimum type size 6 point. For full-colour reverse type, minimum type size 7 point.

Booking	Trim size (mm) depth x width	Bleed size (mm) depth x width	Type area (mm) depth x width
Full page	297d x 210w	303d x 216w	287d x 200w
Half page horizontal	147d x 210w	150d x 216w	137d x 200w
Half page vertical	297d x 102w	303d x 105w	287d x 92w
Third page horizontal	97d x 210w	100d x 216w	87d x 200w
Quarter page horizontal	70d x 210w	73d x 216w	60d x 200w
Quarter page vertical	147d x 102w	150d x 105w	137d x 92w

DELIVERY: EMAIL TO PRODUCTION@HYDEMEDIA.COM.AU OR ON DISK TO HYDE MEDIA

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The word "advertisement" may be used to identify advertising material that in the opinion of the publisher resembles editorial matter.

The Advertiser warrants to the publisher that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

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