

# NZ Farmer

Our country. Our people.

The nation's weekly farming community newspaper.

# Our country. Our people.

**BETTER STORIES.  
BETTER RATES.**



## Circulation: 76,500

North Island: 51,200. South Island: 25,300.

- Auckland**  
Steve McLaren  
027 205 1456  
steve.mclaren@fairfaxmedia.co.nz
- Waikato / BOP**  
Sam Tennent  
027 203 6518  
sam.tennent@fairfaxmedia.co.nz
- Lower North Island**  
Ardi Roberts  
027 886 2388  
ardi.roberts@fairfaxmedia.co.nz
- South Island**  
Olivia Sanders  
027 801 5925  
olivia.sanders@fairfaxmedia.co.nz
- Real Estate**  
Michelle Wilson  
027 809 5024  
michelle.wilson@fairfaxmedia.co.nz
- Classifieds**  
Bernadette Christie  
0800 55 55 44  
bernadette.christie@fairfaxmedia.co.nz

<p><b>BACK COVER</b></p> <p>MARKET DASHBOARD</p> <p><b>10x7 \$2002</b></p>	<p><b>FRONT COVER</b></p> <p><b>NZ Farmer</b></p> <p>NEWS LEAD</p> <p><b>7x7 \$2900</b></p>	<p><b>PAGE 2</b></p> <p>NEWS DIGEST</p> <p><b>Half page \$3640</b></p>	<p><b>PAGE 3</b></p> <p>NEWS IN DEPTH</p> <p><b>10x7 \$2002</b></p>	<p><b>PAGE 4</b></p> <p><b>Full Page \$4345</b></p>	<p><b>PAGE 5</b></p> <p>NEWS IN DEPTH</p> <p><b>10x7 \$2002</b></p>
<p><b>PAGE 6</b></p> <p>EDITORIAL + OPINION (NO ADS)</p>	<p><b>PAGE 7</b></p> <p>OPINION</p> <p><b>10x7 \$2002</b></p>	<p><b>PAGE 8</b></p> <p>OPINION</p> <p><b>10x7 \$2002</b></p>	<p><b>PAGE 9</b></p> <p><b>Full page \$4345</b></p>	<p><b>PAGE 10</b></p> <p>ON THE FARM</p> <p><b>Up to 14x7 \$1862</b></p>	<p><b>PAGE 11</b></p> <p>ON THE FARM</p> <p><b>Up to 14x7 \$1862</b></p>

## Rate / column-cm

Casual	3 inserts	4+ inserts
\$26/ccm	\$25/ccm	\$24/ccm

## Front section column widths

Columns	1	2	3	4	5	6	7
mm	34	72	110	148	186	-	262

Many other ad sizes are available. Call your local rep today.

## Page format

- Full page: 370mm deep x 7 columns wide
- Format: Tabloid
- Printed Web: Offset
- Format area: 370mm x 262mm
- Bleed: n/a
- Trim: 390mm x 280mm
- Gutter: 18mm

## TURBOSEQ

### Digital search optimisation service for print advertisements

\$50<sup>\*GST</sup> per month\*

Advertisements appearing within Fairfax Media print products are also published digitally on Neighbourly.co.nz. These advertisements are also search engine optimised to boost the chance of reaching potential customers online and improve organic search rankings.

\*Effective from December 2016. A flat handling fee of \$50<sup>\*GST</sup> per month is charged to applicable advertisers. The monthly fee is the same regardless of the number of ads published each month in our print products.

## OUR AUDIENCE. YOUR CUSTOMERS.



**I like to read about farmers... real farmers doing real things, and I do look at the ads.** It's good you're sponsoring the Ewe Hogget Competition. I think that's a really good thing. The other thing I value in yours is I always go to the back page to see where the markets are going."

**Rob Johnstone**  
Glencairn, Outram, Southland



**We get it every Monday morning. I always read the Farmer first.** It always has something about sheep in it — it's not just all about dairy. I pick up all those other ones and they're all the same thing. You're telling stories about farmers, and that's the interesting thing."

**Brendan and Prudence Butler**  
Tikokino, Hawke's Bay

# On the farm, discovery and innovations

The heart and soul of *NZFarmer*. Our country. Our people.

<p>ON THE FARM FRONT PAGE</p> <p><b>Up to 14x7</b> \$1862 (or @ Rate)</p>	<p><b>Two page DPS</b> \$7110 (@ \$13.73/ccm)</p>	<p><b>37x7 Full page</b> \$3950 (@ \$15.25/ccm)</p>	<p><b>28x5</b> Cas: \$2660 3: \$2520 4+: \$2380</p>	
<p><b>20x7</b> Cas: \$2660 3: \$2520 4+: \$2380</p>	<p><b>10x7</b> Cas: \$1330 3: \$1260 4+: \$1190</p>	<p><b>20x4</b> Cas: \$1520 3: \$1440 4+: \$1360</p>	<p><b>20x3</b> From \$1020 <b>10x2</b> From \$340 <b>10x4</b> From \$680</p>	<p><b>14x5</b> From \$1190 <b>14x2</b> From \$476</p>

## Rate / column-cm

Casual	3 inserts	4+ inserts
\$19/ccm	\$18/ccm	\$17/ccm

## Middle section column widths

Columns	1	2	3	4	5	6	7
mm	34	72	110	148	186	-	262

## OUR AUDIENCE. YOUR CUSTOMERS.



**It's the orange-top one eh? Yeah, I like it.**  
I'm a fan. I like the more human side of it. The others I skim but your one I go back and pick it up."

**Ken and Kirsty Shaw**  
Elmore Station,  
Matawai, Gisborne



We look through everything, but yours are positive. **It's good to read the on-farm stuff.** I like reading those articles about what other farmers are doing, how they're doing it and why."

**Jono and Kelly Bavin**  
Tussock Creek, Southland



<b>6x2</b> 60mm x 66mm Cas: \$168 3+: \$156	<b>12x2</b> 120mm x 66mm Cas: \$336 3+: \$312	<b>9x4</b> <b>1/8 page landscape</b> 90mm x 134mm Cas: \$504 3+: \$468	<b>18x4</b> <b>1/4 page portrait</b> 180mm x 134mm Cas: \$1008 3+: \$936	<b>9x8</b> <b>1/4 page landscape</b> 90mm x 270mm Cas: \$1008 3+: \$936
<b>8x3</b> 80mm x 100mm Cas: \$336 3+: \$312	<b>12x3</b> 120mm x 100mm Cas: \$504 3+: \$468	<b>18x3</b> 180mm x 100mm Cas: \$756 3+: \$702	<b>18x8</b> <b>1/2 page landscape</b> 180mm x 270mm <b>\$1750</b> SAVE OVER \$250 (\$12.50 / ccm)	<b>37x8</b> <b>Full page</b> 370mm x 270mm <b>\$3500</b> SAVE OVER \$1000 (\$11.50 / ccm)

## Classified display rates

Rates include colour.

Casual	3+ inserts
\$14/ccm	\$13/ccm

## Classified column widths

8 columns per page.

Columns	1	2	3	4	5	6	7	8
mm	32	66	100	134	168	202	236	270

## Publishing liner rates

10-word minimum.

Note: Approx 50 words + headline = 10 column-cms.

Per Word (B&W)	Bold Box + Colour	Bold Headline
\$1.80	+ \$15	+ \$15

## Publishing deadlines

Deadlines vary around public holidays.

Advertisements cancelled after the booking deadline will incur a cancellation fee.

Booking deadline	Material deadline
5pm Monday week prior to print	5pm Tuesday week prior to print

## OUR AUDIENCE. YOUR CUSTOMERS.



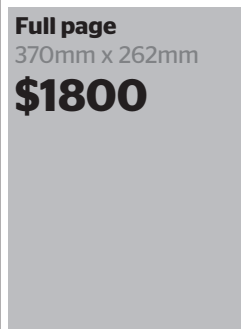
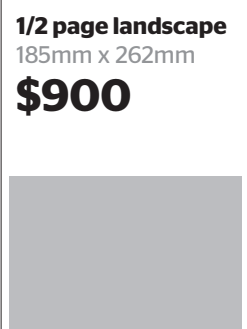
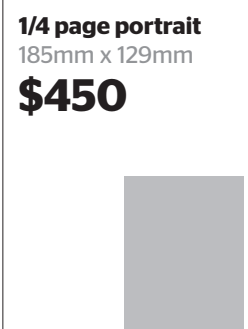
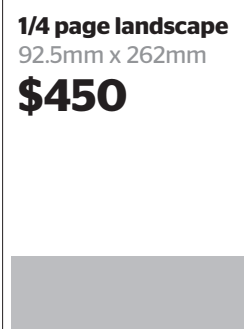
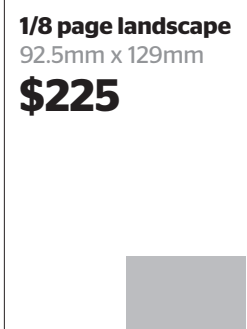
Of course I do. It's all about what we do. We both read it here. In my opinion there's some good articles about sheep farming when you get into the stations. **We always look at it and try to pick up new ideas.**

**Lew and Iain Wright**  
 Hawarden, Canterbury



It's really interesting to get the **positive stories about what others are doing across the sectors and in different parts of the country.** It's good to get the positive when often the news is not so good."

**Helen and Charlie Lea**  
 Cambridge, Waikato

<p><b>Full page</b> 370mm x 262mm <b>\$1800</b></p> 	<p><b>1/2 page landscape</b> 185mm x 262mm <b>\$900</b></p> 	<p><b>1/4 page portrait</b> 185mm x 129mm <b>\$450</b></p> 	<p><b>1/4 page landscape</b> 92.5mm x 262mm <b>\$450</b></p> 	<p><b>1/8 page landscape</b> 92.5mm x 129mm <b>\$225</b></p> 
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## Publishing deadlines

Booking deadline	Material deadline
5pm Monday week prior to print	5pm Tuesday week prior to print

Deadlines vary around public holidays. Advertisements cancelled after the booking deadline will incur a cancellation fee.

## MARKETING PACKAGES

Ask us about our special multi-publication packages.



### Regional dailies

- Waikato Times
- Taranaki Daily News
- Manawatu Standard
- The Dominion Post
- Nelson Mail
- Marlborough Express
- The Press
- The Timaru Herald
- The Southland Times

## OUR AUDIENCE. YOUR CUSTOMERS.



“I always read *NZFarmer*. It probably rates higher than the others. We really enjoy Andrea Fox’s stories. They’re really insightful from farmers from a whole variety of levels. *NZFarmer* is about farming families, what drives them and where they come from. The stories are diverse – all farming types, and young people through to the farmers who have been doing it all their lives.”

**Anna Kalma**  
Ngarua, Waikato

# NEWSPAPER ADVERTISING SPECIFICATIONS

GOLOCAL

Fairfax Media

## Postscript compatible (acceptable software)

- ✓ Adobe InDesign
- ✓ Adobe Illustrator
- ✓ Corel Draw
- ✓ FreeHand
- ✓ QuarkXPress

Files should be created using these applications, saved and supplied as separate, single page PDFs.

Appropriate Distiller job options are available on request.

## Not Postscript compatible (unacceptable software)

- ✗ Microsoft Word
- ✗ Microsoft Powerpoint
- ✗ Microsoft Publisher
- ✗ Adobe Photoshop

Note: Adobe Photoshop should be used for image manipulation only.

## General

PDF Version	1.3
Postscript Level	3
ICC Compliant	No
Colour Model (*Photo images RGB)	CMYK only*

## Fonts & Type

Font embedding required	Yes
Font subsetting allowed	Yes
Minimum pt. size for colour type	12pt
Minimum weight for colour type	Bold
Maximum plates allowed for colour type	3
Minimum point size for reversed coloured type	12pt
Minimum weight for reversed colour type	Bold
Maximum plates allowed for reversed colour type	3
Minimum point size for single colour type (100% C, M, Y or K)	6pt

## Images

Format	Colour mode: RGB. File types: .eps, .tif or .jpg
Minimum resolution for colour images at published size	150dpi
Minimum resolution for greyscale images at published size	150dpi
Minimum resolution for black & white (single bit) images	600dpi
Maximum ink weight	240%
Embedded ICC profiles	No
Spot colours	No
Extra channels, transfer curves, or compression	No

## Logos

Format	CMYK vector (preferred for best reproduction) or bitmap
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## QR Codes

Colour model	B&W only
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## Digital delivery

Fairfax Media will accept print ready advertising material via the following delivery methods only:

### AdTracker online (ATOL)

ATOL is Fairfax Media's web interface to the production system and is the **preferred method** for supplying print ready material.

It's an easy-to-use, no-charge service.

Contact your Fairfax Media representative for your login details and visit [adtracker.fairfaxmedia.co.nz](http://adtracker.fairfaxmedia.co.nz)

Tech support:

E [atolsupport@fairfaxmedia.co.nz](mailto:atolsupport@fairfaxmedia.co.nz)

### Adstream

Tech support:

E [support@adstream.co.nz](mailto:support@adstream.co.nz)

P 09 281 3662

[adstream.co.nz](http://adstream.co.nz)

### Adsend

Tech support:

E [support@adsend.com.au](mailto:support@adsend.com.au)

P +61 3 9690 2488

[adsend.co.nz](http://adsend.co.nz)

### AdCompose

Tech support:

E [adcompose@fairfaxmedia.co.nz](mailto:adcompose@fairfaxmedia.co.nz)

P 0800 ADCOMPOSE (0800 232 667)

### CampaignTrack

Tech support:

E [nz@campaigntrack.com](mailto:nz@campaigntrack.com)

P 0508 2267 244

[campaigntrack.co.nz](http://campaigntrack.co.nz)

## Booking enquiries

E [info@fairfaxmedia.co.nz](mailto:info@fairfaxmedia.co.nz)

## Technical spec enquiries

E [prepresscoordinators@fairfaxmedia.co.nz](mailto:prepresscoordinators@fairfaxmedia.co.nz)

## Classified advertising

Please refer relevant contact information at:

[advertise.fairfaxmedia.co.nz/classified-advertising](http://advertise.fairfaxmedia.co.nz/classified-advertising)

## Additional information

Please refer relevant publication/tab at:

[advertise.fairfaxmedia.co.nz](http://advertise.fairfaxmedia.co.nz)

# GENERAL ADVERTISING TERMS AND CONDITIONS

Fairfax New Zealand Limited and its subsidiaries (Fairfax, we, us, our) place material for publication on behalf of the customer (you) subject to these terms and conditions of advertising (Terms). These Terms apply to all advertising in any of our print publications (Print Advertising) or websites and other digital services (Digital Advertising) unless we have agreed other terms in writing with you.

## Material for Publication

- In accepting any material including electronic material or data for publication (Material), and in publishing the Material we are doing so in consideration of and relying on the your express warranty, the truth of which is essential that:
  - the Material does not contain anything:
    - that is misleading or deceptive or likely to mislead or deceive or which otherwise breaches the Fair Trading Act 1986.
    - that is defamatory or indecent or which otherwise offends against generally accepted community standards.
    - that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights.
    - that breaches any right of privacy or confidentiality.
    - that breaches any provision of any statute, regulation, by-law or other rule or law; and
  - the Material complies in every way with the Advertising Code of Practice issued by the Advertising Standards Authority Inc. ("ASA") and with every other code or industry standing relating to advertising in New Zealand;
  - publication of the material will not give rise to any liability on our part or in a claim being made against us in New Zealand or elsewhere; and
  - in respect of Digital Advertising, the Material does not include any cookie, tracking tag or other tracking device unless we have provided our prior written consent to such inclusion, to the extent we consent to you collecting information relating to our users ("User Information") you may only use such information for the advertiser's internal statistical purposes and solely in respect of the relevant advertising campaign.
  - For the avoidance of doubt, you must not disclose any User Information to any third party and must not use any User Information in connection with any advertising campaigns on any third party properties or websites. If you are a representative of an advertiser, this does not prevent you from disclosing the User Information in summary format only to the advertiser, provided you procure that the advertiser only uses such information in accordance with these terms. We may immediately remove any advertisement without liability in the event of any breach. Any such termination will not affect your obligation to make payment.
- You agree to indemnify us against any losses, liabilities, costs, claims or expenses whatsoever arising directly or indirectly from any breach of the warranties set out above and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.

## Deadlines

- We must receive all creative that forms part of the Materials and information from you in accordance with the timeframes specified:
  - for Print Advertising, on the insertion order, email confirmation or stated on the applicable rate card
  - for Digital Advertising, as set out in the Special Conditions relating to Digital Advertising or any email confirmation.

## General Publication

- We may refuse to publish, or withdraw Material from publication without having to give reason.
- We may publish the Material at a time different from originally booked or where applicable in the next available issue if there is an error or delay in publication of the advertising as booked.
- All creative that forms part of the Materials are subject to reasonable approval by Fairfax editorial and advertising staff. We may require that Material is corrected or amended to conform to style, or for other genuine reasons.
- By placing an advertisement for publication you grant us a perpetual, royalty free license to reproduce the advertisement in any print or electronic media we offer customers now or in the future. See further terms for Digital Advertising in the Special Conditions for Digital Advertising.
- The positioning or placing of any Material in a publication or website is at our discretion except where specifically agreed in writing.
- You must tell us as soon as possible if there is an error or omission in any material you have placed or placed by us on your behalf. Fairfax reserves the right to charge additional amendment fees and additional processing fees.

10. Where you order a specific placement for its advertising material, the placement may be used only by you for advertising your usual business and may not be transferred to another person.

- Where you make an order to publish advertising material as print advertising in any of our print publications, you also allow us to publish this material as a digital advertisement on the website [www.neighbourly.co.nz](http://www.neighbourly.co.nz), unless you opt-out by notifying us in writing. [www.neighbourly.co.nz](http://www.neighbourly.co.nz) is owned and operated by a related company of Fairfax. Additional charges will apply to this service, which are included on the applicable rate card.

## Cancellation

- If you wish to cancel an advertisement or campaign you must communicate this in writing to us. A cancellation fee may apply:
  - for Print Advertising, please refer to the applicable advertising rate card, insertion order or email confirmation for specific details of any cancellation fee;
  - for Digital Advertising, as set out in the Special Conditions relating to Digital Advertising.
- The charge for advertising will be in New Zealand dollars and in accordance with the applicable rate card applying at the time for the publication, unless we agree otherwise in writing.

## Rate Cards

- Rate card adjustments will be published in our publications and on our websites. New rates will apply one month after the rate adjustment is published.
- If you are not a New Zealand resident the cost of any advertising you place with us will be zero-rated for GST purposes. If you are a non-resident agent placing advertising on behalf of a New Zealand resident GST will be applied at the standard rate.
- Payment is due on the 20th of the month following advertising unless we specify otherwise in writing. If payment is not made by the due date you will be liable for all costs of recovery, commissions and collection fees at market rates.
- You will be charged an additional fee of 2% including GST when making payments by Visa, MasterCard or American Express cards. This includes all prepaid advertising lodged via a Fairfax Media consultant, email, telephone or at the front counter of any of our premises.

## Liability

- We exclude all implied conditions and warranties from these terms except to the extent that they cannot be excluded by law. The guarantees contained in the Consumer Guarantees Act 1993 are excluded where you acquire or hold yourself out as acquiring goods or services for the purpose of a business.
- We will not be liable for any loss including any loss of revenue or profit and any indirect or consequential loss arising from or in relation to any error or omission in publishing or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.
- You acknowledge that it has not relied on any representation made by or on behalf of Fairfax in connection with the advertising.
- If we are found to have any direct liability in any circumstance that liability is limited to the cost of the advertising space for the relevant material in the publication and/or website.

## Creative Services

- Where you utilise any aspect of our creative services in the design or production of an advertisement (including photographic or design work) you acknowledge that we own the copyright in such work and that such work is not work for which a commission payment has been made or agreed. You may not use any such advertisement in any other publication without our specific written consent.

## General Terms

- All DVD's, Blu-ray disks and videos, and any other restricted publications advertised for sale must include its Classification as determined by the New Zealand classification office any may be advertised only in accordance with the conditions imposed by the Classification Office. We may require written evidence of New Zealand classification ratings and Classification Office conditions for each DVD, video or any publication.
- We have the right at any time to provide advertising data (including but not limited to your total advertising rate card spend) for publication by Nielsen Media Research as part of our membership of the IAB of New Zealand and to monitor ad spend of New Zealand.
- In addition to these Terms and Conditions you acknowledge that all advertising including the conditions of payment, delivery and changes to or cancellation of such advertising, will be in accordance with and subject to the conditions notified to you or generally published by Fairfax from time to time.

26. We may at our sole discretion vary these Terms and Conditions at any time provided that: (a) such amended terms will not affect prior agreed advertising orders; and (b) if you do not agree with a variation then you may cease placing orders with us.

## Special Conditions relating to Digital Advertising

- Campaign Impressions:** Campaign advertising impressions will be counted and recognised by our ad-serving engine. A third party ad-serving engine may also be used but its impression count won't be recognised unless we agree otherwise in writing.
- Placement of Advertising:** Fairfax will only place advertising material on editorial content. The positioning or placing of any material within the particular website is at our sole discretion, except where specifically agreed in writing. If you and Fairfax have an agreed upon placement in a specific section on the website, you acknowledge that the material will only be placed on editorial content within that section, and will be specifically excluded from being placed on sponsored content (being, any content that it generated, purchased and owned by a third party). You acknowledge and agree that any calculation for "share of voice" or other calculation of advertising impressions will be measured on the basis of editorial content only.
- We may provide guidelines to be followed where you include an Internet addresses in advertising.
- Instruction and Material Deadline:** We must receive all creative materials and information from you in accordance with our advertising material guidelines set out below:
  - All Rich Media digital advertising is due no later than 5 working days prior to commencement of a campaign as set out in the insertion order.
  - All Standard digital advertising is due no later than 3 working days prior to commencement of a campaign as set out in the insertion order.
  - Any late delivery of creative material resulting in the delay of a campaign is your responsibility. For invoicing purposes, the campaign will be deemed to have begun on the original start date specified in the insertion order.
  - Fairfax reserves the right to charge an additional processing fee of \$150+GST, where creative material is delivered after 3pm the day prior to campaign commencement specified in the insertion order for the relevant placement. Such charges are non-commission bearing, and must be paid upon receipt of invoice in line with Fairfax payment terms and conditions.
  - For the avoidance of doubt in relation to Fairfax advertising operation service times, support hours have been defined to be between the hours of 8.30am - 5pm Monday to Friday (excluding public holidays).
  - Except where you provide the creative materials directly to Fairfax for Fairfax to upload and host for publication, you must provide, or ensure that an external advertising resource provides, all creative material from an HTTPS (secure browsing) server and/or domain which is using a commercial CA-signed certificate, and using current industry best-practice encryption algorithms and key sizes.
- Cancellation Policy:** You agree to the following terms and conditions:
  - for all Standard Advertising Placements:
    - if a cancellation is made giving 8 or more days' notice, you will incur no penalty;
    - if a cancellation is made giving 2 - 7 working days' notice, you agree to pay 50% of the campaign cost;
    - if a cancellation is made giving 24 hours' notice or less, you agree to pay 100% of the campaign cost; and
    - if a cancellation is made on or after the campaign commencement date, you agree to pay 100% of the campaign cost.
  - for all Premium Advertising Placements:
    - if the cancellation is made giving 15 or more days' notice, you will incur no penalty;
    - if the cancellation of a premium placement is made giving less than 14 days' notice, you agree to pay 100% of placement cost. Premium placements are deemed to be any highly visible or in-demand advertising placement, including but not limited to:
      - Stuff Homepage Placements
      - On Load Interstitial
      - Video Pre-Roll
      - Mobile Homepage