

# Buying, selling or trading?

# AgTrader™ delivers!

- AgTrader is the ideal vehicle for businesses who want to sell their products or services to farmers.
- AgTrader is delivered FREE to over 76,500 farming families every month.
- AgTrader has been serving farming families for over 27 years.
- AgTrader is unique – no editorial and hundreds of advertisements.
- AgTrader attracts readers! People simply pick it up to read the advertisements.
- AgTrader is New Zealand's biggest rural notice board.
- AgTrader is printed on yellow newsprint for maximum impact. AgTrader "The Yellow One" has become a rural icon.
- Farmers love AgTrader – it keeps them up to date on prices, values and what's happening in the marketplace.
- New print/web packages available

# AgTrader™

## Freephone 0800 55 55 44

DISTRIBUTED MONTHLY WITH

Our country. Our people.  
**NZ Farmer**

### Regular features include...

- Parts and Dismantling
- Fencing and Farm Buildings
- Home and Lifestyle
- Second-hand Tractors and Machinery photo section.

### Special seasonal features include...

- New Zealand National Agricultural Fieldays®

### AgTrader also publishes a mail order shopping guide twice a year.

- Call 0800 55 55 44 for a media kit.



AgTrader™ 27 years in print

www.agtrader.co.nz

**RATES** (all rates plus GST)

■ **Casual rate**

**\$16.80 per column/cm**

> **Half page** > **Full page**  
**\$2250<sup>+GST</sup>** **\$4000<sup>+GST</sup>**

■ **VIP rates**

3-month VIP plan (3 consecutive months): **\$15.00<sup>+GST</sup> per col/cm**

6-month VIP plan (6 consecutive months): **\$14.30<sup>+GST</sup> per col/cm**

12-month VIP plan (12 consecutive months): **\$13.85<sup>+GST</sup> per col/cm**

Special print/web packages available: **POA**

■ **Colour rates**

Spot colour: **\$75<sup>+GST</sup>**

4-colour process: **\$300<sup>+GST</sup>**

Tractor & Machinery photo pages on application

Single photos: **\$100<sup>+GST</sup> each (\$85<sup>+GST</sup> for multiple bookings)**

■ **Inserts**

Price on application

**Standard**

**\$5.25<sup>+GST</sup> per line**

- Ford 6610 2WD 3350 hrs factory cab, Pearson loader, rear radials, repainted. Ph 05 565-5555 evngs

**Bold classified**

**\$6.50<sup>+GST</sup> per line**

- Ford 6610 2WD 3350 hrs factory cab, Pearson loader, rear radials, repainted. Ph 05 565-5555 evngs

**Headline classified**

**\$5.25<sup>+GST</sup> per line**  
**\$13.35<sup>+GST</sup> for headline**

**LOOK**

- Ford 6610 2WD 3350 hrs factory cab, Pearson loader, rear radials, repainted. Ph 05 565-5555 evngs

**Colour headline classified**

**\$5.25<sup>+GST</sup> per line**  
**\$20.00<sup>+GST</sup> for headline**

**LOOK**

- Ford 6610 2WD 3350 hrs factory cab, Pearson loader, rear radials, repainted. Ph 05 565-5555 evngs

**Classified combo**

**\$8<sup>+GST</sup> per line**  
1 standard classified advert in each AgTrader and NZFarmer  
**Bold/headline/colour classified combos: POA**

**Classified super combo**

**\$15<sup>+GST</sup> per line**  
1 standard classified advert in AgTrader and 3 insertions in NZFarmer  
**Bold/headline/colour classified super combos: POA**

**DEADLINE DATES 2017**

| PUBLISHING DATE | BOOKING DEADLINE | MATERIAL     |
|-----------------|------------------|--------------|
| MONDAY          | WEDNESDAY        | FRIDAY       |
| 9 January       | 30 December      | 4 January    |
| 6 February      | 25 January       | 27 January   |
| 6 March         | 22 February      | 24 February  |
| 3 April         | 22 March         | 24 March     |
| 1 May           | 19 April         | 21 April     |
| 5 June          | 24 May           | 26 May       |
| 3 July          | 21 June          | 23 June      |
| 7 August        | 26 July          | 28 July      |
| 4 September     | 23 August        | 25 August    |
| 2 October       | 20 September     | 22 September |
| 6 November      | 25 October       | 27 October   |
| 4 December      | 22 November      | 24 November  |

**SPECIFICATIONS**

**Full page:** 370mm deep x 7 columns wide

**Format:** Tabloid

**Printed:** Web offset

**Bleed:** n/a

**Trim:** 390mm x 280mm

**Format area:** 370mm x 262mm

**Gutter:** 18mm

**COLUMN MEASUREMENTS**

| 1 COL | 2 COL | 3 COL | 4 COL | 5 COL | 6 COL | 7 COL |
|-------|-------|-------|-------|-------|-------|-------|
| 35mm  | 73mm  | 111mm | 149mm | 187mm | 225mm | 263mm |

**MATERIAL**

- All digital material to be supplied as a high resolution Acrobat 4-compatible PDF.
- All fonts must be either embedded or converted to paths/outlines.
- All images must be embedded and all colours converted to CMYK.
- Email all digital material to your AgTrader advertising rep

**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.

Farmers need a wide range of goods and services.  
To buy, sell or trade your goods nationwide call us now.

**Freephone 0800 55 55 44**

**Contact Rebecca Stuart**

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