



REAL ESTATE

FARMERS**WEEKLY**

MEDIA KIT 17



Shirley Howard - Real Estate Account Manager.

The team at NZX Agri prides itself on exceptional customer service and knowing our business to help you grow yours.

I've been a real estate salesperson, a real estate administrator, and I have been the real estate account manager for a number of years, so I have the history and knowledge to understand your business. My job is to give your real estate advertising the best possible exposure to the market, and with our reputable print and online options we have the market covered. Of course, as your account manager I'm only a phone call away or I'll respond quickly to your email inquiry.

Our company's values – integrity, creative, deliver, resilient and open – underpin everything we do, every day. Our award-winning content, team of journalists, editors and designers is the best in the country. Our titles and websites are highly respected for the quality of their content and design.

I thank you for your support of NZX Agri.

Shirley Howard
Real Estate Account Manager

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FARMERSWEEKLY

NEW ZEALAND
DairyExporter

CountryWide

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First for farmers.

Every farmer. Every day. News that matters.

Farmers Weekly – New Zealand's best read farming publication with the balance of news, opinion and market information that farmers need to make informed decisions about their farming business.

Delivered free to all farmers, each issue sets the standard with trusted, independent reporting from our team of award winning journalists and expert market analysts. *Farmers Weekly* is the only publication to cover weekly sales yard results and provide up-to-date market data, insight and analysis.

Quality of content and layout gives advertisers the opportunity to reach all farmers in an uncluttered (we don't stack ads) environment surrounded by content that farmers know and trust. No other publication has more farmer-paid advertising (employment, real estate, classifieds and livestock) per issue than *Farmers Weekly*. Why? Because farmers know what farmers read.

To meet the changing needs of a progressive farming audience a virtual copy of the *Farmers Weekly* is e-mailed out to registered recipients every Friday night.

No other publication is read by more farmers, more often than the Farmers Weekly.

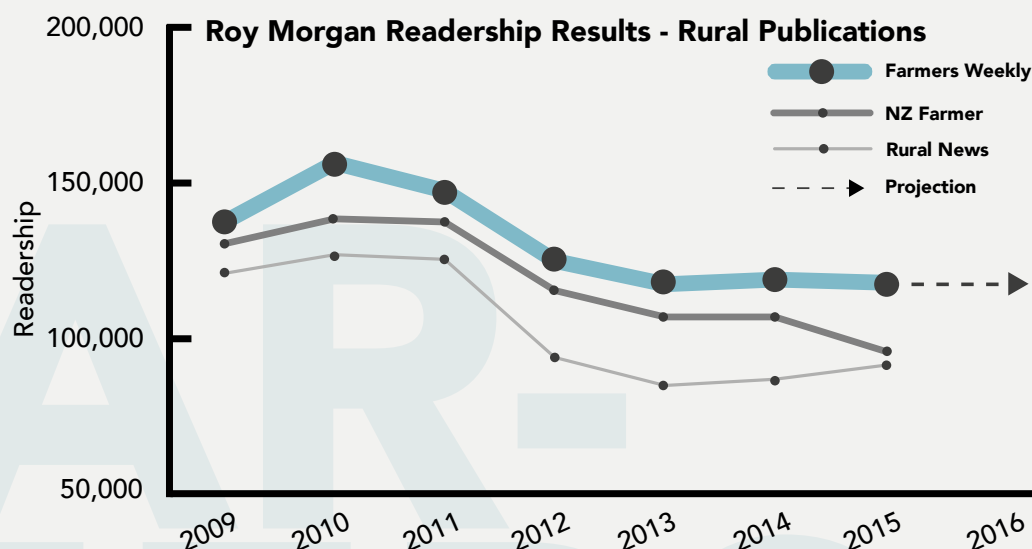
- Free to all New Zealand farmers
- Approximately 80,000 papers are delivered every Monday
- Leading valued content
- Available in print and online



Circulation*

79,118

*ABC Audit of Circulation,
September 2016



Content delivered to meet the changing needs of farmers.



For website advertising rates go to page 17.

FARMERSWEEKLY

Live, up-to-the-minute news and
information on our website:

farmersweekly.co.nz

More farmer-
paid advertising
than any other
publication

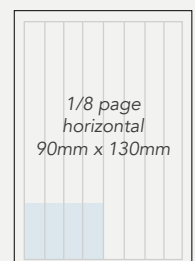
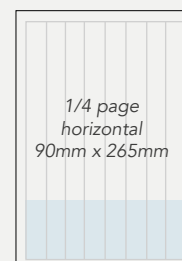
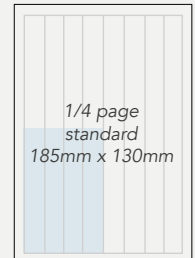
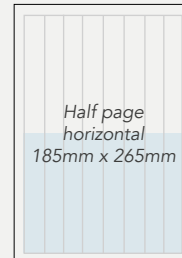
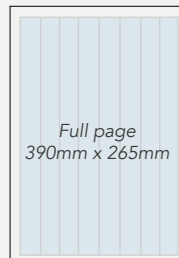
Real Estate advertising rates

Rates

Size	Casual	Contract*
Full page	\$3700	\$2960
Half page	\$1850	\$1480
Quarter page standard	\$950	\$740
Quarter page horizontal	\$950	\$740
Eighth page	\$550	\$370

The *Farmers Weekly Real Estate* section is modular sizing only.

*Conditions apply



All dimensions are height by width

Real Estate advertising

8 columns per page

Columns	1	2	3	4	5	6	7	8
mm	30	63	97	130	164	197	231	265

Innovations

All innovative options are POA, so contact your local account manager today.

- North Island and South Island newspapers are a 60:40 rate split

e-Newsletter

Sent on a Friday night to registered subscribers, and contains the latest news from farmersweekly.co.nz, as well as an early release of the virtual edition of the *Farmers Weekly*.

Two ad positions available:

Leaderboard \$550

MRec \$550

Talk to your account manager for advertising opportunities in our e-Newsletters.

- For website advertising rates go to page 17
- Real Estate pricing is non-commission bearing
- Please send all print advert material to adcopy@nzx.com
- All advertisements that have 50% or more editorial of the total ad size, must have the words 'Advertorial', 'Advertisement', or, 'Content supplied by (your business name)' on top of the ad and copy must be in a different font from newspaper body copy



Dates & deadlines

Newspaper

		Real Estate deadline TUESDAY Booking 3pm Material 5pm			Real Estate deadline TUESDAY Booking 3pm Material 5pm.
Issue number	Publication date MONDAY		Issue number	Publication date MONDAY	
Jan 1	January 9	January 4 (Wed)	Jul 26	July 3	June 27
2	January 16	January 10	27	July 10	July 4
3	January 23	January 17	28	July 17	July 11
4	January 30	January 24	29	July 24	July 18
Feb 5	February 6	January 31	30	July 31	July 25
6	February 13	February 7	Aug 31	August 7	August 1
7	February 20	February 14	32	August 14	August 8
8	February 27	February 21	33	August 21	August 15
Mar 9	March 6	February 28	34	August 28	August 22
10	March 13	March 7	Sep 35	September 4	August 29
11	March 20	March 14	36	September 11	September 5
12	March 27	March 21	37	September 18	September 12
Apr 13	April 3	March 28	38	September 25	September 19
14	April 10	April 4	Oct 39	October 2	September 26
15	April 17	April 10 (Mon)	40	October 9	October 3
16	April 24	April 18	41	October 16	October 10
May 17	May 1	April 24 (Mon)	42	October 23	October 17
18	May 8	May 2	43	October 30	October 24
19	May 15	May 9	Nov 44	November 6	October 31
20	May 22	May 16	45	November 13	November
21	May 29	May 23	46	November 20	November 7 (Mon)
Jun 22	June 5	May 30	47	November 27	November 21
23	June 12	June 6	Dec 48	December 4	November 28
24	June 19	June 13	49	December 11	December 5
25	June 26	June 20	50	December 18	December 12

- Early deadline
- e-Newsletter sent every Friday evening – material due to digitalcopy@nzx.com five working days prior to go-live date
- Dates are subject to change without notice for time-critical advertising
- All advertising is subject to our terms and conditions – please see page 20 or farmersweekly.co.nz
- Any advertising cancelled after booking deadline will incur a 100% cancellation fee

The trusted mainstay of dairy farming since 1925.

Modern dairy farming is a complex and demanding business. The technologies, systems and the market place that dairy farmers work in changes constantly. The NZ Dairy Exporter is a trusted source of information adding value to the business of dairy farming.

NZ Dairy Exporter is the only dairy publication with a paid subscriber base and is valued as part of the business of dairy farming. The team at the NZ Dairy Exporter are committed to setting the highest standard for depth of coverage in farm management information, research and development reporting, industry analysis and market updates. Content that delivers better dairy performance, production and profit.

Special editions.



NZ Dairy Exporter is all about helping those in the dairy sector learn, grow and excel, no matter what stage of the ladder they are on. That's why we are proud to support the Dairy Industry Awards by bringing you the stories of the regional winners for each year in our special Dairy Exporter April feature - Cream of the Crop.

The NZ Dairy Exporter Reader

Subscribers to NZ Dairy Exporter are outstanding in their field, thought leaders within their chosen industry. When it comes to dairy farm management they look to NZ Dairy Exporter for inspiration and guidance. When you advertise in NZ Dairy Exporter you are talking to the decision maker.



Circulation*

5089

Source: *ABC Audit of Circulation,
September 2016

YOUNG country

Young Country shares stories of young people building fantastic careers in the rural sector.

Inspiring the next generation of dairy industry leaders, a dedicated Young Country section appears in NZ Dairy Exporter magazine.

Country properties

Country Properties is a dedicated section for dairy real estate, showcasing dairy and investment properties with editorial, features, adverts and round-ups of what's happening in the industry. We have specialised writers who highlight the features of the property, and with our top design team they create something pretty special for vendors. Editorial is provided free of charge if an ad is placed in the real estate section of any one of our publications.

NZ
DAIRY

Up-to-the-minute news and information for the entire dairy sector.



NEW ZEALAND DairyExporter

Live, up-to-the-minute news and information on our website:

dairyexporter.co.nz

“Most in-depth readership of any dairy publication.”

Real Estate advertising rates

Rates

Loadings will be applied to premier and fixed positions.

Size	Casual	3+
Full page	\$2390	\$2100
Half page	\$1195	\$1050
Quarter page standard	\$597	\$525
Quarter page horizontal	\$597	\$525

Display advertising

6 columns per page

Columns	1	2	3	4	5	6
mm	27	59	91	122	154	186

Additional notes

Cropmarks and page information must be offset 5mm (outside bleed).

Live type area is 5mm in from all trim edges.

Magazine is perfect bound, so please be aware of the live type areas specified for advertising.

Paper stock - cover: 200gsm matt, body: 80gsm matt.

Innovations

All innovative options are POA, so contact your local account manager today.

NEW ZEALAND DairyExporter e-Newsletter

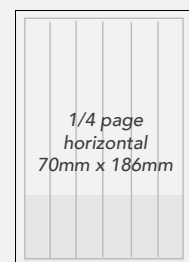
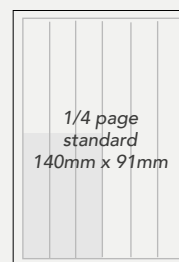
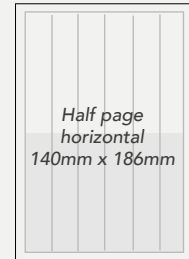
Sent monthly to our NZ Dairy Exporter subscriber database, and contains all the latest news and releases in the dairy industry.

Average open rate of 31%.

Two ad positions available:
Leaderboard \$550
MRec \$550

Talk to your account manager for advertising opportunities in our e-Newsletters.

- For website advertising rates go to page 17
- Real Estate pricing is non-commission bearing and exclude GST. Valid for 2017 only
- Please send all print advert material to adcopy@nzfarmlife.co.nz
- All advertisements that have 50% or more editorial of the total ad size, must have the words 'Advertorial', 'Advertisement', or, 'Content supplied by (your business name)' on top of the ad and copy must be in a different font from magazine body copy.



All dimensions are height by width



Dates & deadlines

NEW ZEALAND DairyExporter Magazine

Publication date	On sale date	Booking deadline 5pm	Material deadline (Including bound inserts or inserts we are to print) 5pm	Inserts to printer deadline* (This is for supplied inserts only)
January	January 16, 2017	December 7, 2016	December 9, 2016	December 15, 2016
February	February 13	January 16 (Mon)	January (Wed) 18	January 26
March	March 13	February 15	February 17	February 23
April	April 10	March 15	March 17	March 23
May	May 15	April 18	April 20	April 27
June	June 12	May 16	May 18	May 25
July	July 10	June 14	June 16	June 22
August	August 14	July 19	July 21	July 27
September	September 11	August 16	August 18	August 24
October	October 9	September 13	September 15	September 21
November	November 13	October 17	October 19	October 26
December	December 11	November 15	November 17	November 23

NEW ZEALAND DairyExporter e-Newsletter

Publication Date	Go live date/ Release date	Material deadline
January	January 6, 2017	December 23, 2016
February	February 10	February 3
March	March 10	March 3
April	April 7	March 31
May	May 12	May 5
June	June 9	June 2
July	July 7	June 30
August	August 11	August 4
September	September 8	September 1
October	October 6	September 29
November	November 10	November 3
December	December 8	December 1

- e-Newsletter sent once a month – material due to digitalcopy@nzx.com five working days before go-live date
- Dates are subject to change without notice for time-critical advertising
- All advertising is subject to our terms and conditions – please see page 20 or farmersweekly.co.nz
- Any advertising cancelled after booking deadline will incur a 100% cancellation fee.



Information to improve farm performance.

Country-Wide readers are progressive drystock and arable farmers with a focus on the sheep, beef, deer and arable sectors.

Subscribers to *Country-Wide* are focused on investing back into their farm business. The information published in *Country-Wide* is what gives them the edge.

Country-Wide focuses on real farm management information, from the latest science and technology developments to the best onfarm practice stories to inspire and inform.

Special editions.

In partnership with Beef + Lamb New Zealand, Performance Beef Breeders, and Rural Contractors New Zealand.

Country-Wide Beef - delivered in May to coincide with the bull sale season. Includes a beef expo preview, beef breeder directory and a 2017 bull sale calendar. Delivered to all NZ beef farmers.

Total circulation: 15,000

Country-Wide Sheep - Sent out in October to coincide with the ram sale season and containing a comprehensive breeder directory. *Country-Wide Sheep* goes to all NZ sheep farmers.

Total circulation: 15,000



Country-Wide is for farmers who want to get ahead. They apply what they learn in *Country-Wide* to improve farm performance, productivity and profitability.



Circulation*

8714

Source: ABC Audit of Circulation, September 2016 (inclusive of Beef and Sheep annual issues).

YOUNG country

Young Country shares stories of young people building fantastic careers in the rural sector. Inspiring the next generation of agri-business leaders, a dedicated *Young Country* section appears in *Country-Wide* magazine.

Country estate.

Country Estate is a dedicated section for sheep and beef real estate, showcasing sheep, beef and investment properties with editorial, features, adverts and round-ups of what's happening in the industry.

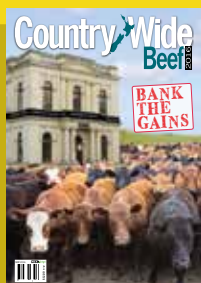
We have specialised writers who highlight the features of the property, and our top design team creates something which is visually special for vendors. Editorial is provided free of charge if an ad is placed in the real estate section of any one of our publications.

COUNTRY.



5619 loyal subscribers
(and growing)

10 issues



May 2016
Circulation,

15,000



October 2016
Circulation,

15,000



Live, up-to-the-minute news and
information on our website:

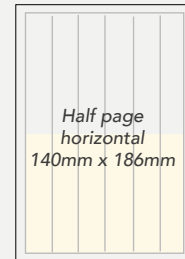
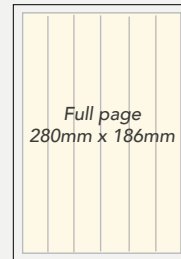
country-wide.co.nz



Real Estate advertising rates

Rates

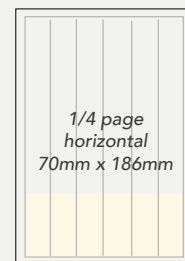
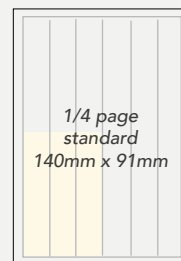
Size	Casual	3+
Full page	\$2390	\$2100
Half page	\$1195	\$1050
Quarter page standard	\$597	\$525
Quarter page horizontal	\$597	\$525



Display advertising

6 cols per page

Columns	1	2	3	4	5	6
mm	27	59	91	122	154	186



Additional notes

Cropmarks and page information must be offset 5mm (outside bleed).

Live type area is 5mm from all edges.

Magazine is perfect bound, so please be aware of the live type areas specified for advertising.

Paper stock - cover: 200gsm matt, body: 80gsm matt.

All dimensions are height by width

Innovations

All innovative options are POA, so contact your local account manager today.

CountryWide e-Newsletter

Sent monthly to our Country-Wide subscriber database, and contains all the latest news and releases across the red meat and arable sectors.

Average open rate of 33%.

Two ad positions available
Leaderboard \$550
MREC \$550

Talk to your account manager for advertising opportunities in our e-Newsletters.

- For website advertising rates go to page 17
- Real Estate pricing is non-commission bearing
- Please send all print advert material to adcopy@nzfarmlife.co.nz
- All advertisements that have 50% or more editorial of the total ad size, must have the words 'Advertorial', 'Advertisement', or, 'Content supplied by (your business name)' on top of the ad and copy must be in a different font from magazine body copy.



Dates & deadlines

CountryWide Magazine

Publication date	On sale date	Booking deadline 5pm	Material deadline (Including bound inserts or inserts we are to print) 5pm	Inserts to printer deadline* (This is for supplied inserts only)
January	December 19, 2016	November 23, 2016	November 25, 2016	December 1, 2016
February	January 30	January 4	January 6	January 12
March	February 27	January 31 (Tue)	February 2 (Thu)	February 10
April	March 27	March 1	March 3	March 9
Beef	May 1	April 3 (Mon)	April 5 (Wed)	April 13
June	May 29	May 3	May 5	May 11
July	June 26	May 30 (Tue)	1 June (Thu)	June 8
August	July 31	July 5	July 7	July 13
September	August 28	August 2	August 4	August 10
Sheep	September 25	August 30	September 1	September 7
November	October 30	October 4	6 October	October 12
December	November 27	October 31 (Tues)	November 2 (Thu)	November 9

CountryWide e-Newsletter



Publication date	Go live date/ Release date	Material deadline
January	December 16, 2016	December 12, 2016
February	January 27	January 20
March	February 24	February 17
April	March 24	March 17
Beef	April 28	April 21
June	May 26	May 19
July	June 23	June 16
August	July 28	July 21
September	August 25	August 18
Sheep	September 22	September 15
November	October 27	October 20
December	November 24	November 17

- e-Newsletter sent once a month – material due to digitalcopy@nzx.com five working days before go-live date
- Dates are subject to change without notice for time-critical advertising
- All advertising is subject to our terms and conditions – please see page 20 or farmersweekly.co.nz
- Any advertising cancelled after booking deadline will incur a 100% cancellation fee

Live, up-to-the-minute news and information.

Farmers Weekly has long been New Zealand's most trusted source of farming news. As technology and connectivity continue to improve across rural New Zealand farmers are increasingly turning to *Farmers Weekly* online for live, up-to-the-minute news, information and markets data.

The *Farmers Weekly* website has been designed in response to independent research commissioned by NZX Agri. Understanding and responding to the requirements of a progressive farming audience has seen consistent growth in our online audience of the past three years.

Farmers Weekly online has quickly established itself as a valuable farm management tool.

New Zealand's enterprising farmers rely on the most up-to-date information and market intelligence to support their business decisions.

Archived articles from our print titles provide further depth of information across a range of farm management subjects.

Online analytics - Total traffic for farmersweekly.co.nz.



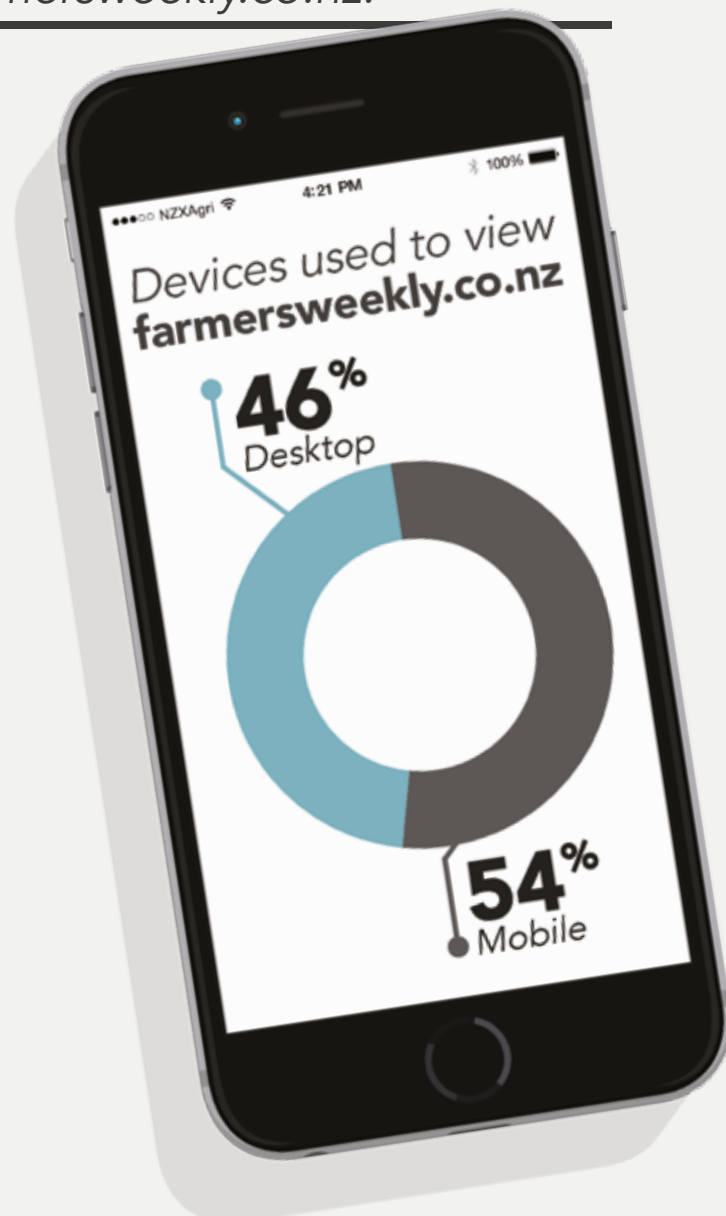
Monthly page views^

172,949



Monthly users^

23,339



Real Estate advertising rates

<i>Creative</i>	<i>Size (pixels)</i> (width x depth)	<i>CPM rate</i> (excl GST)
Leaderboard banner (inc. mobile)	760 x 120 (desktop) and 320 x 50 (mobile)	\$50.00
MREC (medium rectangle)	300 x 250	\$40.00
Mobile pop-up	320 x 460 (portrait) and 480 x 300 (landscape)	\$75.00
Tablet pop-up	768 x 1004 (portrait) and 1024 x 748 (landscape)	\$75.00

Material is accepted in the following formats: JPEG, GIF, PNG, and HTML5. Material supplied is to be no larger than 100kb.

<i>Real Estate page</i> (farmersweekly.co.nz/realestate)	<i>Size in pixels</i> (width x depth)	<i>CPM rate</i> (excl GST)
MREC (weekly tenancy)	300 x 250	\$75.00
MREC (monthly tenancy)	300 x 250	\$250.00

Material is accepted in the following formats: JPEG, GIF, PNG, and HTML5. Material supplied is to be no larger than 100kb.

<i>e-Newsletter</i>	<i>Size (pixels)</i> (width x depth)	<i>Per position</i> (excl. GST)
Leaderboard	760 x 120	\$550
MREC	300 x 250	\$550

Material is accepted in the following formats: JPEG, GIF, and PNG. Material supplied is to be no larger than 100kb.

FW enrichments \$25.00 per insertion

<i>Creative assistance</i>	<i>One-off charge</i>
Animated material creation	\$220.00
Animation only	\$110.00
Static material creation	\$110.00
Resize / update	\$50.00
Material release fee	\$25.00

Live, up-to-the-minute news and information on our website:

- Please send digital material to digitalcopy@nzx.com
- Digital material due five days before go-live date
- All rates exclude GST and are commission-bearing
- CPM = Cost per thousand impressions

Work hard, play harder.

Fresh and fun, *Young Country* shares inspiring stories of young people building fantastic careers in the rural sector, revelling in the opportunities offered by a country lifestyle and inspiring the next generation of agri-business leaders.

Young Country appears in print as a part of both *Country-Wide* and *NZ Dairy Exporter* magazines.

Young Country online provides further depth of information on career path, training providers and career stories as well as a link to our job listings.

Young Country brings together a unique community of young agri-professionals, students and the young at heart through *NZ Dairy Exporter* and *Country-Wide* print publications, website, e-Newsletters and social media.



“*Young Country targets agricultural workers and young people in general who might be interested in farming and has exactly the right kind of attitude and energy to do the job.*”

Findlay MacDonald, Judge - Canon Media Awards

e-Newsletter

Two ad positions available:

Leaderboard \$550

MRec \$550

Talk to your account manager for advertising opportunities in our e-Newsletters.

- For website advertising rates go to page 17
- All rates include full colour, are commission-bearing and exclude GST. Valid for 2017 only
- Please send all print advert material to adcopy@nzfarmlife.co.nz
- All advertisements that have 50% or more editorial of the total ad size, must have the words 'Advertorial', 'Advertisement', or, 'Content supplied by (your business name)' on top of the ad and copy must be in a different font from magazine body copy.

Publication date	Go live date/ Release date	Material deadline
January	January 13	January 6
February	February 1	January 25
March	March 1	February 22
April	April 3	March 27
May	May 1	April 24
June	June 1	May 25
July	July 3	June 26
August	August 1	July 25
September	September 1	August 25
October	October 2	September 25
November	November 1	October 25
December	December 1	November 24

Work hard, play harder.

youngcountry.co.nz



Advertising terms and conditions.

1. Advertisements

1.1 NZX Agri accepts all Advertisements from the Client for publication in all NZX Agri publications and NZX Agri Websites on the following terms and conditions ("Terms and Conditions"). These Terms and Conditions apply to:

- a.** Display and classified advertising in all NZX Agri publications.
- b.** Online advertising across all NZX Agri websites.
- c.** Inserts, onserts, DM/ride alongs, belly wraps and any other innovations.

2. Agreement

These Terms and Conditions (including booking confirmations) set out the entire agreement between the Client and NZX Agri in relation to advertising with NZX Agri in print and/or online. Acceptance of any advertising quotes, products or services from NZX Agri is deemed to be acceptance of these Terms and Conditions.

3. Indemnity

The Client indemnifies, and holds indemnified, NZX Agri against all losses, damages or costs incurred (including without limitation consequential loss, loss of profits or loss of business) arising as a consequence of the placement and/or content of the Client's Advertisement or any breach of these Terms and Conditions and from any costs, harm or loss incurred by NZX Agri through making corrections or amendments to the Client's Advertisements in accordance with these Terms and Conditions.

4. NZX Agri's Rights

4.1 NZX Agri in its discretion may:

- a.** At any time and without notice to the Client cancel, reject or refuse to publish or continue publishing any Advertisement without providing any reason for such rejection or refusal at any time before or after publication of the Advertisement, provided this right will not be unreasonably exercised. In the event that an Advertisement has been cancelled or rejected by NZX Agri and where advertising rates have been agreed on the basis of a specified number of Advertisements appearing within a prescribed timeframe, any Advertisement already run shall be paid for at the rate that would apply if the entire order were published.

- b.** Remove from its publications or websites any Advertisement that contains matter that NZX Agri views, in its sole and absolute discretion, to be objectionable or inappropriate for inclusion.

- c.** Accept and publish advertising requesting restrictions or specifying positions, facings, editorial adjacencies or other requirements, but acceptance of such restrictions or specifications are at NZX Agri's sole discretion and are not guaranteed.

5. Warranty

5.1 The Client represents and warrants that:

- a.** NZX Agri is entitled to reproduce any written material, advertising or images supplied by the Client to NZX Agri, without further cost to the Client, in other NZX Agri publications and media.

- b.** That the Advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority Incorporated and with every other code or industry standard relating to advertising in New Zealand.

- c.** Publication of the Advertisement will not give rise to NZX Agri incurring any liability or to a claim against NZX Agri.

- d.** The information provided to NZX Agri is true and correct and that the Client will advise NZX Agri of any changes to the information or details.

- e.** The Client repeats the representations and warranties in clause 5.1 on each occasion that an Advertisement is Booked and each time an Advertisement is provided to NZX Agri for publication.

- f.** The advertising space will be used only by the Client for advertising their usual business, with the exception of employment advertising which is permitted, and may not be transferred by the Client to another person.

- g.** The Advertisement the Client provides does not:

- (i)** Contain material that is considered obscene, offensive, defamatory or which otherwise offends against generally accepted community standards and is unsuitable for publication and is likely to be misleading or deceptive or otherwise infringe the Fair Trading Act 1986 or any other statute, regulation or rule of trade.

- (ii)** Infringe copyright, trademark or any other intellectual property rights.

(iii) Breach any provision of any statute, regulation, by-law or other rule of law.

h. The Advertisement the Client provides complies in every way with the Human Rights Act 1993 (HRA). Under the HRA, it is unlawful, subject to certain exceptions contained in the HRA, for employment Advertisements to restrict applicants because of their sex, marital status, religion, ethical belief, colour, race, ethnic or national origins, disability, age (over the age of 16), political opinions, employment status, family status or sexual orientation. For the avoidance of doubt, where an employment Advertisement does not fall within one of the exceptions contained in the HRA, that Advertisement shall be regarded as being open to applications from males and females.

6. Limitation of Liability

To the fullest extent permitted by law, NZX Agri will not be liable for any loss, costs, damages or harm or misrepresentation including without limitation liability for indirect or consequential loss, loss of business, loss of revenue or profit as a consequence of any action or omission by it, its employees, contractors or agents.

7. Advertising Material and Content

7.1 It is agreed that:

a. The Client is responsible for proof-reading and approving all Advertisements before submitting them to NZX Agri for publishing.

b. If the Client does not sign off their final advertising proof within the allocated timeframe, NZX Agri reserves the right to sign it off without consequence or liability (as per clause 6).

c. The Client is fully liable for any errors or omissions in the Advertisement that remain after the Client has provided the final Advertisement to NZX Agri or has approved the final proof.

d. The Client acknowledges that it is responsible for notifying NZX Agri as soon as possible (and in any case, within 10 days of the date the Advertisement appeared or should have appeared) of any error it identifies in any Advertisement the Client has placed. Where NZX Agri receives notification of such an error, NZX Agri will consider that error and take any steps it considers reasonable or necessary to remedy that error at the next available opportunity. After 10 days any claim is deemed waived.

e. When any change of Advertisement is not received by the Material Deadline, an Advertisement run in previous publications may be published in its place.

f. All advertisements that have 50% or more editorial

of the total ad size, must have the words 'Advertorial', 'Advertisement', or, 'Content supplied by (your business name)' on top of the ad and copy must be in a different font from newspaper/magazine body copy. Final sign off for any of the above must be from the editor.

g. Without notice to the Client, NZX Agri may insert the words 'Advertorial supplied by Client Name' above or below any advertisement, which in NZX Agri's opinion resembles editorial that could create confusion for readers/viewers.

8. Advertisement Cancellations

a. NZX Agri, in its sole discretion, may agree to cancel an existing work order for print and/or NZX Agri Website Advertising by the Client.

b. The Client will remain liable for the cost of any work performed or materials purchased on behalf of the Client, including the cost of services and, where relevant, paper and/or printing.

c. All cancellations of Advertising must be made in writing to NZX Agri.

d. Changes to or cancellations of print Advertising by the Client will be accepted by NZX Agri in its sole discretion, and will incur a cancellation fee of 100% of the Advertisement cost plus GST, if cancelled after the Booking Deadline.

e. Changes to or cancellations of NZX Agri Website Advertising by the Client will be accepted by NZX Agri in its sole discretion, and:

i. Cancellations received within six to 14 Business Days before the campaign start date will incur a cancellation fee of 50% of the Advertisement cost plus GST;

ii. Cancellations received within five Business Days of the campaign start date will incur a cancellation fee of 100% of the Advertisement cost plus GST;

iii. If the digital material required from the Client for the website Advertising or communication regarding cancellation is not received then the Client will incur a cancellation fee of 100% of the Advertisement cost plus GST.

9. Rates

9.1 The Client acknowledges that:

a. All Advertisements will be charged, and the relevant amount due will be paid to NZX Agri, in accordance with the Rate Card applicable at the time an Advertisement is Booked, unless otherwise agreed in writing.

b. Where a rate is agreed between the parties, that differs from the Rate Card, on the basis that the Advertisement will appear in a specified number of publications within a certain period of time, and the Client does not subsequently advertise in the specified number of publications within the agreed timeframe, the Client will be liable for the difference between the rates agreed and those which are prescribed in the Rate Card, for the number of Advertisements actually published.

c. Unless otherwise stated by NZX Agri, advertising rates are quoted exclusive of GST and the Client will pay GST in addition to such rates. NZX Agri will not charge GST if a Client can provide written confirmation that it is not a resident in New Zealand for GST purposes (i.e. not a resident for income tax purposes and not carrying on an activity in New Zealand through a fixed or permanent place in New Zealand). Clients must advise NZX Agri should their position alter.

10. Payment/Costs

a. All invoices are due for payment on the 20th of the month following the date of the invoice for any Advertisement (Due Date).

b. The Client must advise NZX Agri as soon as possible and, in any event, before the Due Date, if the Client believes there is any error with the invoice(s) it has received.

c. In the event that NZX Agri does not receive payment within five Business Days of the Due Date, NZX Agri may send to the Client a notice of demand for payment (Final Demand).

d. If the Client does not pay all outstanding amounts owed to NZX Agri within Five Business Days of the date of any Final Demand, the Client will become immediately liable for all costs and expenses incurred in recovering the debt including, but not limited to, full legal costs, debt collection and court costs and any interest on the amount due from the Due Date to the date the amount due has been recovered, charged at the 'use of money' interest rate prescribed by the New Zealand Inland Revenue Department.

e. Clients who are deemed to be a Bad Debtor by NZX Agri will not be eligible for future advertising until payment is received, and may be required to pre-pay for all future Advertisements.

f. NZX Agri reserves the right to cancel without notice any forward bookings if the Client has become a Bad Debtor.

g. Clients based outside of New Zealand may be asked to pre-pay for their advertising, at NZX Agri's discretion, to ensure payment is received on time.

h. NZX Agri reserves the right to request Clients pre-pay for advertising before it runs. Once payment is received the Advertisement will then be placed in the next available publication.

i. NZX Agri is entitled to charge for its services in the creation of marketing material and Advertisements specifically requested by Clients. Ownership of such material shall pass to the Client upon payment in full of all amounts due to NZX Agri by the Client for these services. The intellectual property in all original material supplied by NZX Agri such as photographs, graphics, and editorial content will remain with NZX Agri and the Client acknowledges and agrees that its use by the Client or a third party (other than with express written consent of NZX Agri) is prohibited.

11. General

11.1 Advice

The Client acknowledges that before accepting these Terms and Conditions it has had the opportunity to obtain advice, including independent legal advice, as it requires, regarding these Terms and Conditions and their effect.

11.2 Whole Agreement

These Terms and Conditions govern the relationship between NZX Agri and the Client and supersede all prior representations or agreements between the parties whether oral or in writing, unless expressly stated otherwise.

11.3 Invalidity

If any provision of these Terms and Conditions is held by any competent authority to be invalid or unenforceable, it shall be read down or severed to the

T&C's

extent of the invalidity or unenforceability and that event shall not affect the validity or enforceability of the remaining provisions.

11.4 Governing law

The laws of New Zealand govern these Terms and Conditions.

11.5 Jurisdiction

Each party irrevocably and unconditionally submits to the non-exclusive jurisdiction of the courts of, or exercising jurisdiction in, New Zealand and waives any claim or objection based on absence of jurisdiction or inconvenient forum; or immunity in relation to these Terms and Conditions in any jurisdiction for any reason; and

11.6 Amendment

NZX Agri may amend these Terms and Conditions from time to time at its sole discretion. The amended Terms and Conditions will not apply to Advertisements that are confirmed as Booked unless otherwise agreed between NZX Agri and the Client.

11.7 Waivers

The failure of NZX Agri to enforce or a delay by NZX Agri to enforce any right conferred upon it by these Terms and Conditions shall not constitute a waiver of any such right or operate so as to bar the exercise or enforcement thereof at any time or times thereafter.

11.8 No assignment

The Client shall not assign these Terms and Conditions or otherwise transfer the benefit of these Terms and Conditions or a right or remedy under it.

11.9 Survival

Notwithstanding termination of this Agreement, this clause 11.9 and the following clauses shall survive any termination:

- i. Clause 3 (Indemnity);
- ii. Clause 6 (Limitation of Liability);
- iii. Clause 10 (Payment/Costs);
- iv. Clause 11 (General); and
- v. All other clauses required giving effect to this clause.

12. Definitions/ Interpretation

12.1 In these Terms and Conditions, unless the context otherwise provides, the following definitions shall apply:

a. The expression 'Client' means the advertiser and where advertising has been placed with NZX Agri by an advertising agency, includes that agency.

b. 'Advertisement' means any Advertisement supplied to NZX Agri by or on behalf of the Client, including any design and/or text.

c. 'Booked' means an Advertisement that has been confirmed by the Client and which NZX Agri has generated a booking confirmation for.

d. 'Booking Deadline' means the time by which NZX Agri must receive confirmation of an order for an Advertisement from the Client, as contained in the Rate Card for the relevant publication.

e. 'Material Deadline' means the time by which NZX Agri must receive material for an Advertisement from the client.

f. 'Business Day' means a time between 8am and 5pm, which is not a weekend or a public holiday.

g. 'NZX Agri' means NZX Rural Limited trading as NZX Agri.

h. 'NZX Agri Websites' means farmersweekly.co.nz, agrihq.co.nz, and/or nzxagri.co.nz.

i. 'Rate Card' means the rate card for the relevant publication in which the Advertisement is to appear which contains the advertising rates and relevant deadlines for that publication, as amended from time to time.

j. 'Bad Debtor' means a Client who has failed to make payment of an outstanding advertising invoice within 60 days of its due date.

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