

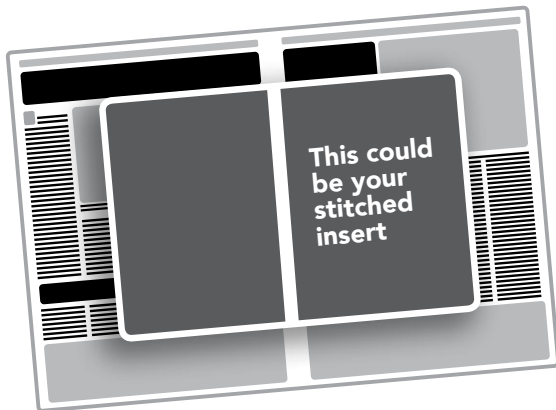


# Innovative options 2018

A photograph of a rural road scene. In the foreground, a large flock of sheep is gathered on a paved road, with a black and white dog (likely a Border Collie) herding them. In the background, a silver car is driving away on the road, and a tractor is visible further down. The landscape consists of rolling green hills under an overcast sky.

***Farmers Weekly***  
**tailors and**  
**innovates to meet**  
**consumer needs**  
**and pairs your**  
**story and brand**  
**alongside our**  
**unbiased agri-only**  
**content.**

We can target your innovations from island to island or down to a single region. Other bespoke content creation is available.



## Stitched centre insert

- A5-A3 size
- Pamphlet, booklet and reveal/gate-fold options
- 80-300gsm paper stocks
- Range of paper finishes – gloss, matt, newsprint and more.



## Cover wrap

- Gloss 80/85gsm minimum
- 4-pages wrap
- Subject to existing front and back page advertisers' approval.



## Ride along

Align your brand with New Zealand's number 1 farming publication. We can deliver your direct mailer/ridealong with *Farmers Weekly*\*. For extra impact, run an ad in the paper that same week. All sizes and weights can be priced accordingly.

You can either provide the finished copies for distribution with our publications, or we can arrange for our printer to handle everything for you, once the finished artwork is supplied.

\*Direct mailers/ride alongs do not go in *Farmers Weekly*.