

## 2021 Dairy Farmer dates and deadlines

| Issue     | Publish date | Booking deadline (4pm) | Material deadline (4pm) | Cover to printer (Noon) | Public Holidays that affect deadlines  |
|-----------|--------------|------------------------|-------------------------|-------------------------|--|
|           | Monday       | Friday                 | Monday                  | Monday                  |  |
| February  | February 01  | January 14 (Thur)      | January 15 (Fri)        | January 26              | Wellington Anniversary Monday January 25<br>Auckland Anniversary Monday February 1 |
| March     | March 01     | February 12            | February 15             | February 22             |  |
| April     | March 29     | March 12               | March 15                | March 22                |  |
| May       | May 03       | April 15 (Thur)        | April 16 (Fri)          | April 27 (Tues 10am)    | ANZAC Day Monday April 26  |
| June      | May 31       | May 14                 | May 17                  | May 24                  | Queens Birthday Monday June 7  |
| July      | July 05      | June 18                | June 21                 | June 28                 |  |
| August    | August 02    | July 16                | July 19                 | July 26                 |  |
| September | August 30    | August 13              | August 16               | August 23               |  |
| October   | October 04   | September 17           | September 20            | September 27            |  |
| November  | November 01  | October 14 (Thurs)     | October 15 (Fri)        | October 26 (Tues 10am)  | Labour Day Monday October 25   |
| December  | November 29  | November 12            | November 15             | November 22             |  |

 Early deadline

Innovation material to be with production by Friday 4pm, 7 working days before publication date.  
 Preprinted innovation material to be with printers by Friday 5pm, 5 working days before publication date  
 Creative services are charged on a case-by-case basis. All innovative options are POA. All rates include full colour, are commission-bearing and exclude GST. Please send all print advert material to [adcopy@globalhq.co.nz](mailto:adcopy@globalhq.co.nz). All advertisements that have 50% or more of the ad size made up of editorial must have the word 'ADVERTISEMENT' on top of the ad and copy must be in a different font from magazine body copy. All advertising is subject to our terms and conditions – please see [farmersweekly.co.nz/advertising](http://farmersweekly.co.nz/advertising).

## 2022 Dairy Farmer dates and deadlines

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|-----------|--------------|------------------------|-------------------------|-------------------------|---|
|           | Monday       | Friday                 | Monday                  | Monday                  |   |
| February  | January 31   | January 13 (Thur)      | January 14 (Fri)        | January 25              | Wellington Anniversary<br>Monday January 24                                       |
| March     | February 28  | February 11            | February 14             | February 21             |   |
| April     | April 04     | March 18               | March 21                | March 28                |   |
| May       | May 02       | April 13 (Wed)         | April 14 (Thur)         | April 26 (Tues 10am)    | Good Friday April<br>15 - Easter Monday<br>April 18, ANZAC Day<br>Monday April 25 |
| June      | May 30       | May 13                 | May 16                  | May 23                  |   |
| July      | July 04      | June 17                | June 20                 | June 27                 |   |
| August    | August 01    | July 15                | July 18                 | July 25                 |   |
| September | August 29    | August 12              | August 15               | August 22               |   |
| October   | October 03   | September 16           | September 19            | September 26            |   |
| November  | October 31   | October 13 (Thurs)     | October 14 (Fri)        | October 25 (Tues 10am)  | Labour Day Monday<br>October 24   |
| December  | December 05  | November 18            | November 21             | November 28             |   |

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## 2021 Farmers Weekly dates and deadlines

### Publication Date                      Booking & Material Deadline

| Hits letter boxes<br>Mon/Tues | Run of paper, Real Estate & Tech & Toys<br><i>Booking deadline</i><br>Tuesday 3pm<br><i>Material deadline</i><br>Tuesday 4pm | Jobs, General & Livestock Noticeboard.<br><i>Booking deadline</i><br>Wednesday 12pm.<br><i>Material deadline</i><br>Wednesday 4pm | Print date (Friday) | Public holidays that affect deadlines       |
|-------------------------------|--|---|---------------------|---|
| January 11                    | January 05   | January 06  | January 08          |   |
| January 18                    | January 12   | January 13  | January 15          |   |
| January 25                    | January 19   | January 20  | January 22          | Wellington Anniversary<br>January 25 (Mon)  |
| February 01                   | January 26   | January 27  | January 29          |   |
| February 08                   | February 02  | February 03   | February 05         | Waitangi Day February 8                     |
| February 15                   | February 09  | February 10   | February 12         |   |
| February 22                   | February 16  | February 17   | February 19         |   |
| March 01                      | February 23  | February 24   | February 26         |   |
| March 08                      | March 02   | March 03  | March 05            |   |
| March 15                      | March 09   | March 10  | March 12            |   |
| March 22                      | March 16   | March 17  | March 19            |   |
| March 29                      | March 23   | March 24  | March 26            |   |
| April 05                      | March 29 (Mon)   | March 30 (Tues)   | April 01            | Good Friday April 02 to<br>Easter Monday 05 |
| April 12                      | April 06   | April 07  | April 09            |   |
| April 19                      | April 13   | April 14  | April 16            |   |
| April 26                      | April 20   | April 21  | April 23            | ANZAC Day April 26 (Mon)                    |
| May 03                        | April 27   | April 28  | April 30            |   |
| May 10                        | May 04   | May 05  | May 07              |   |
| May 17                        | May 11   | May 12  | May 14              |   |
| May 24                        | May 18   | May 19  | May 21              |   |
| Fieldays Proude<br>May 24     | April 23   | April 23  |                     |   |
| May 31                        | May 25   | May 26  | May 28              |   |
| June 07                       | June 01  | June 02   | June 04             | Queens Birthday June 07<br>(Mon)            |
| June 14                       | June 08  | June 09   | June 11             |   |
| June 21                       | June 15  | June 16   | June 18             |   |
| June 28                       | June 22  | June 23   | June 25             |   |

 Early deadline     Proude deadline

Innovation material to be with production by Friday 4pm, 10 working days before publication date.  
Preprinted innovation material to be with printers by Friday 5pm, 7 working days before publication date.  
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|-------------------------------|--|---|---------------------|---------------------------------------|
| July 05                       | June 29  | June 30   | July 02             |                                       |
| July 12                       | July 06  | July 07   | July 09             |                                       |
| July 19                       | July 13  | July 14   | July 16             |                                       |
| July 26                       | July 20  | July 21   | July 23             |                                       |
| August 02                     | July 27  | July 28   | July 30             |                                       |
| August 09                     | August 03  | August 04   | August 06           |                                       |
| August 16                     | August 10  | August 11   | August 13           |                                       |
| August 23                     | August 17  | August 18   | August 20           |                                       |
| August 30                     | August 24  | August 25   | August 27           |                                       |
| September 06                  | August 31  | September 01  | September 03        |                                       |
| September 13                  | September 07   | September 08  | September 10        |                                       |
| September 20                  | September 14   | September 15  | September 17        |                                       |
| September 27                  | September 21   | September 22  | September 24        |                                       |
| October 04                    | September 28   | September 29  | October 01          |                                       |
| October 11                    | October 05   | October 06  | October 08          |                                       |
| October 18                    | October 12   | October 13  | October 15          |                                       |
| October 25                    | October 19   | October 20  | October 22          | Labour Day<br>October 25 (Mon)        |
| November 01                   | October 26   | October 27  | October 29          |                                       |
| November 08                   | November 02  | November 03   | November 05         |                                       |
| November 15                   | November 09  | November 10   | November 12         |                                       |
| November 22                   | November 16  | November 17   | November 19         |                                       |
| November 29                   | November 23  | November 24   | November 26         |                                       |
| December 06                   | November 30  | December 01   | December 03         |                                       |
| December 13                   | December 07  | December 08   | December 10         |                                       |
| December 20                   | December 14  | December 15   | December 17         |                                       |

 Early deadline

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|-------------------------------|--|---|---------------------|---|
| January 17                    | January 11   | January 12  | January 14          |   |
| January 24                    | January 18   | January 19  | January 21          | Wellington Anniversary<br>January 24 (Mon)  |
| January 31                    | January 25   | January 26  | January 28          | Auckland Anniversary<br>January 31 (Mon)    |
| February 07                   | February 01  | February 02   | February 04         | Waitangi Day February 07<br>(Mon)           |
| February 14                   | February 08  | February 09   | February 11         |   |
| February 21                   | February 15  | February 16   | February 18         |   |
| February 28                   | February 22  | February 23   | February 25         |   |
| March 07                      | March 01   | March 02  | March 04            |   |
| March 14                      | March 08   | March 09  | March 11            |   |
| March 21                      | March 15   | March 16  | March 18            |   |
| March 28                      | March 22   | March 23  | March 25            |   |
| April 04                      | March 29   | March 30  | April 01            |   |
| April 11                      | April 05   | April 06  | April 08            |   |
| April 18                      | April 11 (Mon)   | April 12 (Tues)   | April 14 (Thurs)    | Good Friday April 15 to<br>Easter Monday 18 |
| April 25                      | April 19   | April 20  | April 22            | ANZAC Day April 25 (Mon)                    |
| May 02                        | April 26   | April 27  | April 29            |   |
| May 09                        | May 03   | May 04  | May 06              |   |
| May 16                        | May 10   | May 11  | May 13              |   |
| May 23                        | May 17   | May 18  | May 20              |   |
| Fieldays Proude<br>May 23     | April 27   | April 27  |                     |   |
| May 30                        | May 24   | May 25  | May 27              |   |
| June 06                       | May 31   | June 01   | June 03             | Queens Birthday June 06<br>(Mon)            |
| June 13                       | June 07  | June 08   | June 10             |   |
| June 20                       | June 14  | June 15   | June 17             |   |
| June 27                       | June 21  | June 22   | June 24             |   |

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|-------------------------------|--|---|---------------------|---------------------------------------|
| July 04                       | June 28  | July 29   | July 01             |                                       |
| July 11                       | July 05  | July 06   | July 08             |                                       |
| July 18                       | July 12  | July 13   | July 15             |                                       |
| July 25                       | July 19  | July 20   | July 22             |                                       |
| August 01                     | July 26  | July 27   | July 29             |                                       |
| August 08                     | August 02  | August 03   | August 05           |                                       |
| August 15                     | August 09  | August 10   | August 12           |                                       |
| August 22                     | August 16  | August 17   | August 19           |                                       |
| August 29                     | August 23  | August 24   | August 26           |                                       |
| September 05                  | August 30  | August 31   | September 02        |                                       |
| September 12                  | September 06   | September 07  | September 09        |                                       |
| September 19                  | September 13   | September 14  | September 16        |                                       |
| September 26                  | September 20   | September 21  | September 23        |                                       |
| October 03                    | September 27   | September 28  | September 30        |                                       |
| October 10                    | October 04   | October 05  | October 07          |                                       |
| October 17                    | October 11   | October 12  | October 14          |                                       |
| October 24                    | October 18   | October 19  | October 21          | Labour Day<br>October 24 (Mon)        |
| October 31                    | October 25   | October 26  | October 28          |                                       |
| November 07                   | November 01  | November 02   | November 04         |                                       |
| November 14                   | November 08  | November 09   | November 11         |                                       |
| November 21                   | November 15  | November 16   | November 18         |                                       |
| November 28                   | November 22  | November 23   | November 25         |                                       |
| December 05                   | November 29  | November 30   | December 02         |                                       |
| December 12                   | December 06  | December 07   | December 09         |                                       |
| December 19                   | December 13  | December 14   | December 16         |                                       |

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