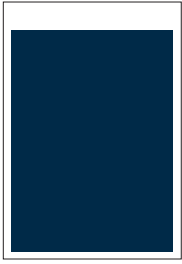


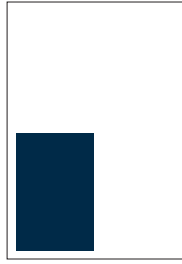
## Directory



**Full page**  
Non-bleed: 251mm x 186mm  
**\$2000**



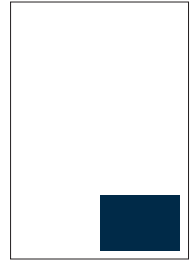
**½ page horizontal**  
Non-bleed: 124mm x 186mm  
**\$1000**



**¼ page portrait**  
Non-bleed: 124mm x 91mm  
**\$500**



**¼ page horizontal**  
Non-bleed: 60mm x 186mm  
**\$500**



**⅛ page horizontal**  
Non-bleed: 60mm x 91mm  
**\$250**

All crop marks are required to be offset by 5mm

## Innovations

### The Wrap - Four page wrap, 148gsm gloss (297 x 210mm + 5mm bleed)



	Circulation	
National coverage	24,529	\$18,500

- Dairy Farmer masthead to appear on the wrap
- Subject to existing front and back page advertisers' approval.

### The Gatefold - Four page gatefold, 250gsm gloss (297 x 205mm + 200mm flap 5mm bleed)



	Circulation	
National coverage	24,529	\$10,860

## Loose Inserts

	A4 four page	A4 eight page	A5 four page	A5 eight page
National coverage	\$7739	POA	\$7238	POA

**A4: 275mm x 200mm 90gsm + 5mm bleed**

**A5 210mm x 148mm 90gsm + 5mm bleed**

- Stitched insert options available - POA.
- Talk with your partnership manager for more information.

## The Ride Along

Piggyback on New Zealand's leading farming titles, let us deliver your direct mail. POA depending on size and weight of your direct mailer.



- Terms and conditions apply
- Price includes printing and distribution
- Please supply artwork as either single full pages or double page spreads. Sizing above is for full pages
- When booking any insert should the weight be too heavy there may be an additional distribution cost