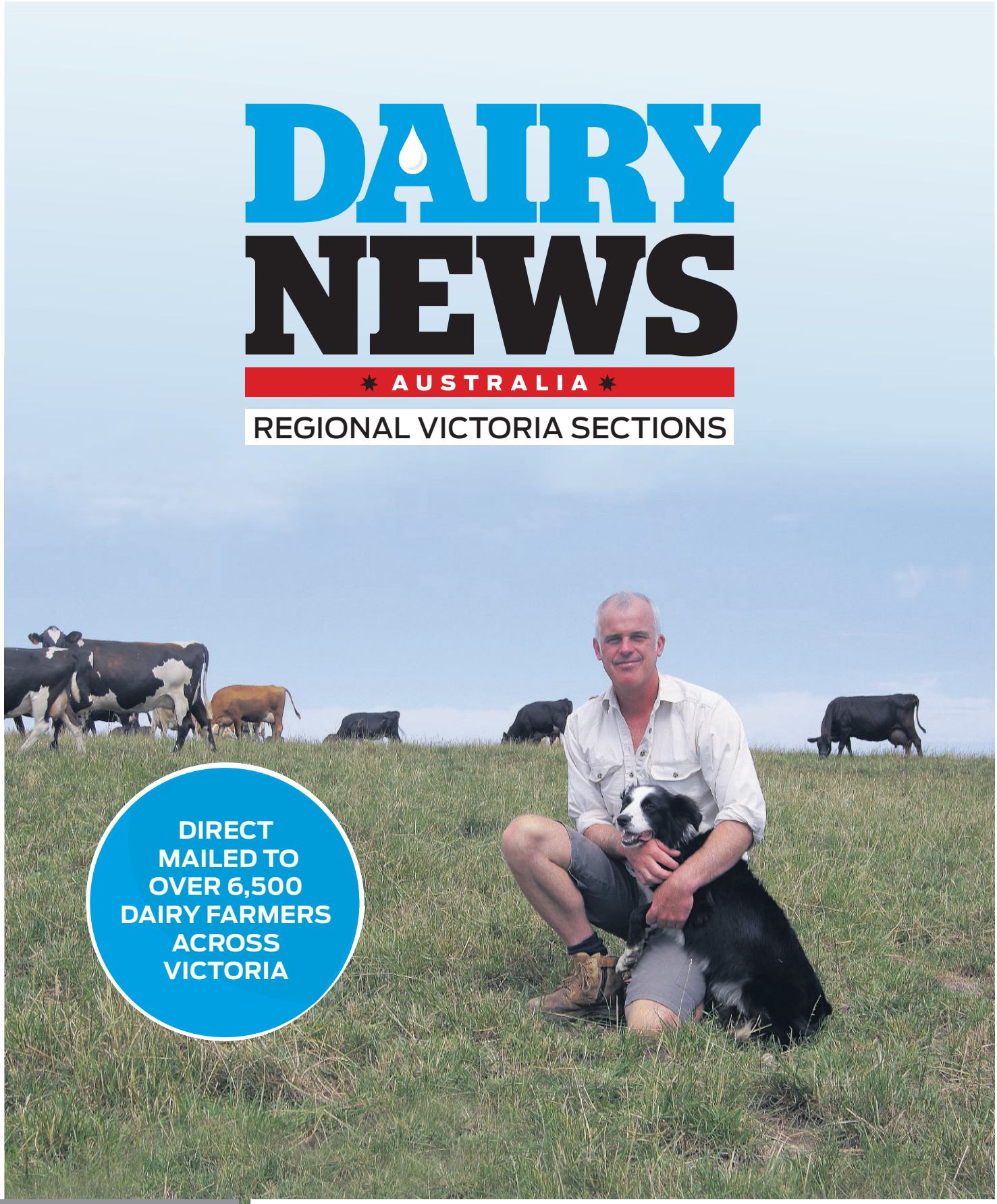
DAIRY NEWS

AUSTRALIA

REGIONAL VICTORIA SECTIONS



DIRECT MAILED TO OVER 6,500 DAIRY FARMERS ACROSS VICTORIA

MEDIA KIT 2018/19

Local Content

Dairy News Australia partners with the Regional Victorian dairy bodies, in each region, to create local content specific to each section. A number of on farm stories are produced as farmers love to see what other farmers are doing. For farmers this content is real, relevant, and content they can relate to. Further industry news, information and advice relevant to the region is also included.

REGIONAL VICTORIA SECTIONS

PUBLISHING EXPERTISE

McPherson Media Group, a family owned company for more than 100 years, based in the heart of Northern Victoria's Dairy Region, are experts in connecting advertisers with customers on the land, today, through multiple platforms.

FLEXIBLE OPTIONS

Advertisers can now target specific regions within Victoria. Options are available to advertise in one, two or all of the regional Victorian sections. This provides businesses to opportunity to promote their products and services specifically in their preferred target market.

DIGITAL AUDIENCE

In addition to the print publication, *Dairy News Australia* has a dedicated website, Facebook page and Twitter profile. A new website is in the making and *Dairy News Australia* will be available free in the App Store and Google Play from July 2017. We look forward to bringing you some innovative digital opportunities in the near future.

ABOUT REGIONAL VICTORIA SECTIONS

From August 2017, every second edition of *Dairy News Australia* will include content dedicated to the specific Regional Dairy markets of Victoria – Murray Region, Gippsland Region, and South West Victoria (new). The content is a result of the integration of *Dairy Direct Magazine* (Gippsland and Murray editions). This content is hyper local to the region and each edition of *Dairy News Australia* with the regional content is only distributed to dairy farmers within the relevant region.

TARGETED DISTRIBUTION

Dairy News Australia is personally addressed and direct mailed, via Australia Post, to every dairy farmer who pays a levy, industry bodies and stakeholders. Each edition of *Dairy News Australia* with the Regional Victorian content is distributed to dairy farmers only within the relevant region.

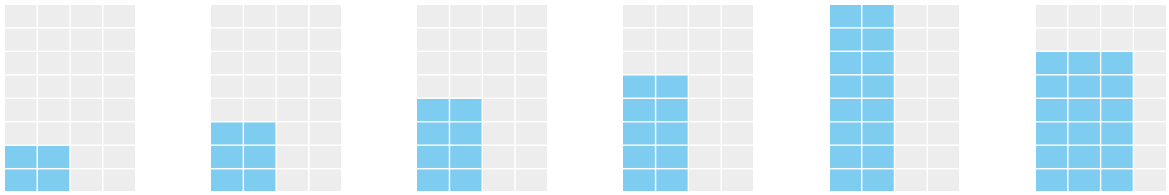
- Murray dairy farmers receive the National edition with Murray section.
- Gippsland dairy farmers receive the National edition with Gippsland section.
- South West Vic dairy farmers receive the National edition with South West Vic section.
- Dairy farmers outside of Victoria receive the National edition only.

www.dairynewsaustralia.com.au

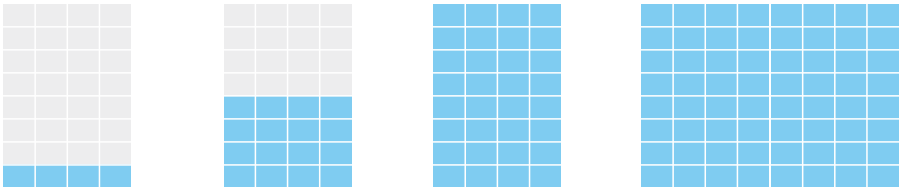
DAIRY NEWS AUSTRALIA

REGIONAL VICTORIA SECTIONS

MODULAR DISPLAY SIZES



Code Specs (mm)	T22	T32	T42	T52	T82	T63
	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129	280 x 194



Code Specs (mm)	TFRONT	T44	T84	T88
	60 x 260	186 x 260	374 x 260	374 x 550

*All measurments shown are in mm and height x width.

ADVERTISING RATES

	One Region Number of editons.		Statewide Number of editons.	
Display Size	1–3	4–6	1–3	4–6
T22	$300	$285	$375	$355
T32	$375	$356	$565	$540
T42	$450	$428	$750	$715
T52	$480	$456	$935	$890
T44/T82	$635	$603	$1,500	$1,425
T63	$715	$679	$1,685	$1,600
T84	$1,090	$1,036	$2,995	$2,845
T88	$2,000	$1,900	$5,985	$5,685
TFRont	$450	$450	$1,075	$1,025
Inside Front	$1,200	$1,140	$3,400	$3,230
Insde Back	$1,150	$1,093	$3,200	$3,040
Back Cover	$1,275	$1,211	$3,400	$3,230

Inserts: Quotation on request All prices are exclusive of 10% GST.

DAIRY NEWS AUSTRALIA

REGIONAL VICTORIA SECTIONS

PUBLISHING DATES & DEADLINES FOR 2018/19

ISSUE	PUBLISHING DATE	BOOKING DEADLINE	ADVERT COMPLETION
92	June 12, 2018	May 17, 2018	May 29, 2018
94	August 14, 2018	July 19, 2018	July 24, 2018
96	October 9, 2018	September 13, 2018	September 18, 2018
98	December 11, 2018	November 15, 2018	November 20 2018
100	February 12, 2019	January 16, 2019	January 21, 2019

PRINTING DETAILS

Covers

- Cover Web – offset CMYK

All Specs

- Colour profile ISOnewspaper26v4 – CMYK
- Digital photos supplied should have resolution of 300 dpi.
- Maximum ink saturation : 240%
- Full page print area: 374mm x 260mm.
- Pantone and RBG colour needs to be converted to CMYK

A Dropbox link with the full list of Prepress specifications is available, please ask your sales representative for a link.

MATERIAL REQUIREMENTS

- A print-ready PDF should be provided.
- Adverts will not be accepted if supplied only as working files.
- All print-ready adverts should be supplied as high resolution PDF files. For more information on Acrobat settings please contact McPherson Media Group.
- Any photos or logos supplied for typesetting should be supplied as separate files and not part of a Word Document file.
- Adverts provided solely as Word Document are not recommended and in general will have to be re-set by McPherson Media Group. This may incur production charges.
- Colour photos must be CMYK corrected.
- Fonts should be converted to paths and embedded where applicable.

TYPESETTING

The McPherson Media Group production system is Macintosh based. Adverts that require typesetting may incur production charges and, if required, should be supplied with appropriate artwork or logos.

AD DELIVERY

Via quickcut or high res PDF to production@dairynewsaustralia.com.au

CONTACT DETAILS

ADVERTISING MANAGER

James MacGibbon
Mobile:0409 103 745
Email: james.macgibbon@dairynewsaustralia.com.au

EDITOR

Geoff Adams
Phone: (03) 5820 3229

Published by McPherson Media Group
7940 Goulburn Valley Hwy,
Shepparton Victoria, 3632

McPherson MEDIA GROUP