

A green combine harvester is shown from a low angle, pouring a thick stream of golden-brown grain into a metal trailer. The background is a vast, flat agricultural field under a blue sky with scattered white clouds. The harvester's auger is the central focus, with grain falling from its end into the trailer's bed.

AUSTRALIAN  
**agcontractor**  
& LARGE SCALE FARMER

rate card

**2021**

# AUSTRALIAN agcontractor & LARGE SCALE FARMER

If you want to get in touch with the increasingly important agricultural contracting sector, there is no better vehicle than Australian AG Contractor magazine. As a national publication with ties to contracting industry associations, AG Contractor magazine has established a strong following among Australian contractors.

Trends worldwide show the number and the scale of contracting operations are increasing. Contractors are buying larger equipment with progressively shorter time periods between purchases. Their annual spend on capital equipment is many times that of traditional farmers, who are moving toward smaller, less specialised equipment as their incomes decrease. All indications are that the dry conditions will push Australia further down this path as the number of individual farms decreases and they rely increasingly on specialist rural contractors.

Agricultural machinery suppliers face difficulty marketing their products and services directly to their contracting clients. General farming media options offer only fragmented market penetration and have proved to be less than cost-effective in many markets.

Australian AG Contractor magazine is a high-quality, glossy, full-colour, publication. It offers you the ideal way to communicate directly with the rural contractor market. Via our exclusive database, Australian AG Contractor is mailed free to all known agricultural contractors plus the largest farming properties throughout the country. It is also available on subscription to those who do not meet the publisher's criteria for complimentary copies, thus extending our reach even further.

Advantages of advertising in AG Contractor magazine:

- After nineteen years of publication we have developed intimate knowledge of the issues facing contractors throughout Australia.
- We bring our readers essential information on product development and new machinery entering the Australian market.
- Surveys show our readers particularly enjoy our in-depth profiles of contractors, which provide both human interest and ideas about how to succeed in a competitive marketplace.
- We are published by AML/AgriMedia, experienced rural publishers with a presence on both sides of the Tasman.

Australian AG Contractor fills a vital gap in the rural media market. This magazine represents the most effective, economical, credible and professional method of getting your important message across to your target market... without the wastage factors associated with other publications.

**Editor:** Paul Titus


**Advertising Sales:** Steve Luxford and Jamie Gilbert  
Pulse – Media Sales



### Publication Dates & Deadlines 2021

ISSUE & NUMBER	ADVERT BOOKING DEADLINE	ADVERT MATERIAL DEADLINE	DATE OF PUBLICATION
January/February No. 122	9 <sup>th</sup> December 2020	13 <sup>th</sup> December 2020	15 <sup>th</sup> January
March/April No. 123	10 <sup>th</sup> February	14 <sup>th</sup> February	1 <sup>st</sup> March
May/June No. 124	9 <sup>th</sup> April	16 <sup>th</sup> April	1 <sup>st</sup> May
July/August No. 125	16 <sup>th</sup> June	19 <sup>th</sup> June	1 <sup>st</sup> July
September/October No. 126	11 <sup>th</sup> August	14 <sup>th</sup> August	1 <sup>st</sup> September
November/December No. 127	13 <sup>th</sup> October	16 <sup>th</sup> October	1 <sup>st</sup> November
January/February 2022 No. 128	9 <sup>th</sup> December 2021	14 <sup>th</sup> December 2021	15 <sup>th</sup> January 2022

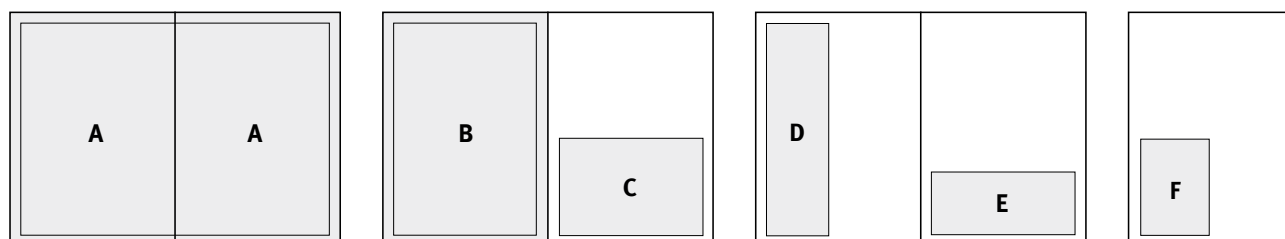
### Editorial Features 2021

 <b>ag contractor</b> <small>A LARGE SCALE FARMER</small>	EQUIPMENT FOCUS	SPECIAL FEATURE(S)	EDITORIAL DEADLINE	DATE OF PUBLICATION
January/February No. 122	<b>What's New in:</b> Sprayers and spraying technology	Precision Farming	3 <sup>rd</sup> December 2019	15 <sup>th</sup> January
March/April No. 123	<b>What's New in:</b> Cultivation equipment and ploughs	Seeding equipment and precision planters	28 <sup>th</sup> January	1 <sup>st</sup> March
May/June No. 124	<b>What's New in:</b> Tractors mid-large range horsepower	Machinery Finance	30 <sup>th</sup> March	1 <sup>st</sup> May
July/August No. 125	<b>What's New in:</b> Hay and silage equipment including mowers, rakes, balers and loader wagons	Home grown 'Australian Machinery'	3 <sup>rd</sup> June	1 <sup>st</sup> July
September/October No. 126	<b>What's New in:</b> Bale wrappers, bale handling equipment, feedout wagons and telehandlers	Hay and Silage consumables - wrap, twine and inoculants	29 <sup>th</sup> July	1 <sup>st</sup> September
November/December No. 127	<b>What's New in:</b> Grain Harvesting equipment and technologies	Fertiliser spreaders and fertiliser technology	1 <sup>st</sup> October	1 <sup>st</sup> November
January/February 2022 No. 128	<b>What's New in:</b> Sprayers and spraying technology	Precision Farming	30 <sup>th</sup> November 2021	15 <sup>th</sup> January 2022

**REGULAR FEATURES:** Technology | Contractor Profiles | Across the Ditch | Equipment Updates | Industry Associated News

### Rate Card 2021

SIZE CODE	SIZE mm (H x W)	DESCRIPTION	BLACK & WHITE	COLOUR
A	297 x 420 + 5mm bleed	Double Page Spread	<b>A \$4340.00</b>	<b>A \$5700.00</b>
B	297 x 210 + 5mm bleed	Full Page	<b>A \$2565.00</b>	<b>A \$3230.00</b>
C	125 x 180	Half Page Landscape	<b>A \$1585.00</b>	<b>A \$1950.00</b>
D	267 x 88	Half Page Portrait	<b>A \$1585.00</b>	<b>A \$1950.00</b>
E	85 x 180	One Third Page Landscape	<b>A \$1230.00</b>	<b>A \$1425.00</b>
F	125 x 88	Quarter Page	<b>A \$950.00</b>	<b>A \$1115.00</b>



**Special positions:** add 15% **Covers:** Inside Front Cover - add 20% Inside Back Cover - add 15% Outside Back Cover - add 20% **Inserts:** Quotations on request  
**Cancellations:** Two weeks prior to advert booking deadline (Please refer to full terms and conditions). PLEASE NOTE: All prices are exclusive of GST



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# production specifications

**Australian AG Contractor & Large Scale Farmer:** True A4 produced on a Sheet Fed Offset Printing Press and staple bound.

**Covers:** 300gsm gloss art paper, gloss seal on outside

**Inside Pages:** 100 or 115gsm gloss art paper

**Trim size:** 297 x 210mm **Bleed size:** 307 x 220mm

#### *Digital Files*

We require high resolution PDF files with all fonts embedded. All images within the PDF document must be CMYK and a minimum of 300dpi.

Use the 'Press Quality' setting in Acrobat and Acrobat Distiller when creating your PDF files.

#### *Original Files*

Where a PDF file is unable to be provided we can also accept original files created using Indesign, Illustrator or Photoshop.

#### *Fonts*

Unless there are large amounts of text, convert all fonts to paths. All fonts used should be documented and be embedded in the EPS file.

#### *Graphics*

Save all linked files in TIF format. Colour or greyscale scans should be at 300dpi, line art at 600dpi. Scans should be supplied at the same size and correct resolution as used in the final advertisement. Ensure all external linked files are supplied, with the file, on disc and that they are current (i.e. have not been modified since placement).

#### *Digital Photographs*

When providing images taken on digital cameras a high quality image is required. A jpeg at minimum file size of 2mb is recommended. Equal to a setting of "Better" on some cameras.

#### *Colour*

Full colour advertisements must be created using the CMYK (Cyan, Magenta, Yellow, Black) colour mode. RGB (Red, Green, Blue) images will print out as greyscale. Please convert any Spot or Pantone colours used to a CMYK value.

#### *File Preparation*

Create the dimensions of the document page the same as the actual size of the advert. Keep all text boxes and graphics completely within 10mm of the trim boundaries of the page.

**Please ensure all double page and full page adverts contain at least 5mm bleed around each side of the advert.**

All black text needs to be set at a CMYK value of only 100% Black(K) as black text using all of these 4 colours is difficult to register. Large solid blocks/areas of black need to be a CMYK value of 20% Cyan(C) and 100% Black(K) to produce an intense and rich black. Delete all unused colours, empty text boxes and all unused elements off the pasteboard area, outside the page.

Where possible include a laser copy of the final advertisement with your disc.

#### *Email*

When emailing files please state which publication the advert is for and give the advertisers name and full contact details.

**Files should be sent to: artwork@pulsehub.com.au**