

AUSTRALIAN
agcontractor
& LARGE SCALE FARMER

rate card
2018



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 fourteen 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: Pulse – Media Sales
Steve Luxford and Jamie Gilbert



Publication Dates & Deadlines 2018

ISSUE & NUMBER	ADVERT BOOKING DEADLINE	ADVERT MATERIAL DEADLINE	DATE OF PUBLICATION
January/February No. 104	12 th December 2017	15 th December 2017	16 th January
March/April No. 105	2 nd February	7 th February	1 st March
May/June No. 106	9 th April	13 th April	1 st May
July/August No. 107	11 th June	15 th June	1 st July
September/October No. 108	15 th August	20 th August	1 st September
November/December No. 109	15 th October	19 th October	1 st November
January/February 2019 No. 110	10 th December	14 th December	16 th January 2018

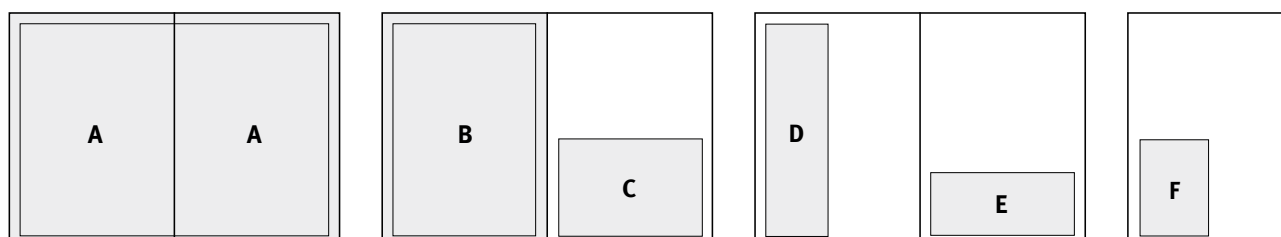
Editorial Features 2018

 ag contractor <small>A LARGE SCALE FARMER</small>	EQUIPMENT FOCUS	SPECIAL FEATURE(S)	EDITORIAL DEADLINE	DATE OF PUBLICATION
January/February No. 104	What's New in: Sprayers and spraying technology	Precision Farming	5 th December 2017	16 th January
March/April No. 105	What's New in: Cultivation equipment and ploughs	Seeding equipment and precision planters	29 th January	1 st March
May/June No. 106	What's New in: Tractors mid-large range horsepower	Machinery Finance	4 th April	1 st May
July/August No. 107	What's New in: Hay and silage equipment including mowers, rakes, balers and loader wagons	Home grown 'Australian Machinery'	6 th June	1 st July
September/October No. 108	What's New in: Bale wrappers, bale handling equipment, feedout wagons and telehandlers	Hay and Silage consumables - wrap, twine and inoculants	9 th August	1 st September
November/December No. 109	What's New in: Grain Harvesting equipment and technologies	Fertiliser spreaders and fertiliser technology	10 th October	1 st November
January/February 2019 No. 110	What's New in: Sprayers and spraying technology	Precision Farming	5 th December 2018	16 th January 2019

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

Rate Card 2018

SIZE CODE	SIZE mm (H x W)	DESCRIPTION	BLACK & WHITE	COLOUR
A	297 x 420 + 5mm bleed	Double Page Spread	A \$4220.00	A \$5540.00
B	297 x 210 + 5mm bleed	Full Page	A \$2490.00	A \$3140.00
C	125 x 180	Half Page Landscape	A \$1540.00	A \$1895.00
D	267 x 88	Half Page Portrait	A \$1540.00	A \$1895.00
E	85 x 180	One Third Page Landscape	A \$1195.00	A \$1385.00
F	125 x 88	Quarter Page	A \$925.00	A \$1085.00



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



ADVERTISING

Pulse – Media Sales

Steve Luxford

ph 0429 699 553

email steve.luxford@pulsehub.com.au

Jamie Gilbert

ph 0419 522 844

email jamie.gilbert@pulsehub.com.au

Artwork to:

Caitlin McAuliffe - Advertising Coordinator

email artwork@pulsehub.com.au

EDITOR

Paul Titus

ph +64 3 381 6912 **mob** +64 21 655 092

fax +64 3 981 5698

email titus@agrimedia.co.nz

PRODUCTION, LAYOUT & DESIGN

Hannah Kincaid

mob +64 27 784 7400

email art@agrimedia.co.nz

PUBLISHER

Paula Forde

ph +64 3 329 6598 **mob** +64 27 229 0362

fax +64 3 329 6550

email paula@agrimedia.co.nz

Ashcroft House, Tancreds Road, RD 2,
Christchurch, New Zealand

PO Box 37151, Christchurch 8245,
New Zealand

ph +64 3 329 6555

fax +64 3 329 6550

email admin@agrimedia.co.nz

www.agcontractormag.com

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