NATIONAL Poultry NEWSPAPER



Australia's only specialised poultry newspaper

MEDIA KIT 2027



National direct mail circulation of the National Poultry Newspaper is over 1100. That gives it one of the highest circulations of any publication within the industry. We publish monthly, 12 times a year.

An electronic flipbook version of NPN is also emailed to over 1500 subscribers each month and the publication is available to view on the website www.poultrynews.com.au

Inserts may be placed in the newspaper from $1.50 each and can be mailed to single or multiple states throughout Australia.

Advertising rates can also be negotiated for volume buys. Please do not hesitate to call if we may be of assistance to you.

RATES AND SIZES

Full colour	Full page	$1470
	Half page	$945
	Third page	$840
	Quarter page	$735
Mono	Full page	$1155
	Half page	$630
	Third page	$525
	Quarter page	$420

The casual rate for smaller or alternative size ads is $6.85 per column centimetre (one column is 3.38cm wide). That reduces to $4.50 for regular monthly advertisers and volume buys.



Advertise your business card in the ***Here's my Card*** section.

Four months for only $210* mono or $295* colour. *Plus GST

ALL PRICES PLUS GST
PAYMENT TERMS ARE 10 DAYS FROM INVOICE DATE
CANCELLATION OF AD BOOKING WILL INCUR A 50 PERCENT FEE

ART SPECS

Artwork to be supplied as print-ready PDF file or high resolution jpeg file with no bleed or keyline.

CMYK format for colour ads. A small artwork cost will apply if not correctly supplied.

2027 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed
Dec 2026	12 Nov	25 Nov	1 Dec
Jan	23 Dec	6 Jan	12 Jan
Feb	18 Jan	3 Feb	9 Feb
Mar	18 Feb	3 Mar	9 Mar
Apr	16 Mar	31 Mar	6 Apr
May	15 Apr	28 Apr	4 May
Jun	13 May	26 May	1 Jun

Edition	Copy	Print	Mailed
Jul	17 Jun	30 Jun	6 Jul
Aug	15 Jul	28 Jul	3 Aug
Sep	19 Aug	1 Sep	7 Sep
Oct	16 Sep	29 Sep	5 Oct
Nov	14 Oct	27 Oct	2 Nov
Dec	18 Nov	1 Dec	7 Dec
Jan 2028	20 Dec	5 Jan	11 Jan

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ADVERTISING SPECS

NPN is published in tabloid format over seven columns. Ads can be made to any size in respect to column width.

COLUMN WIDTHS

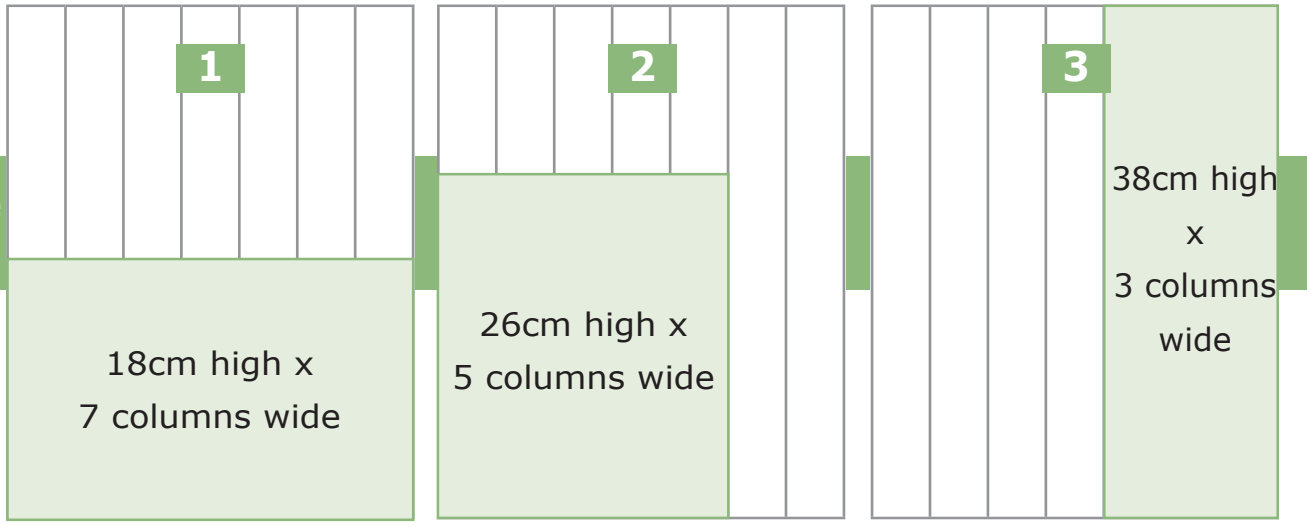
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

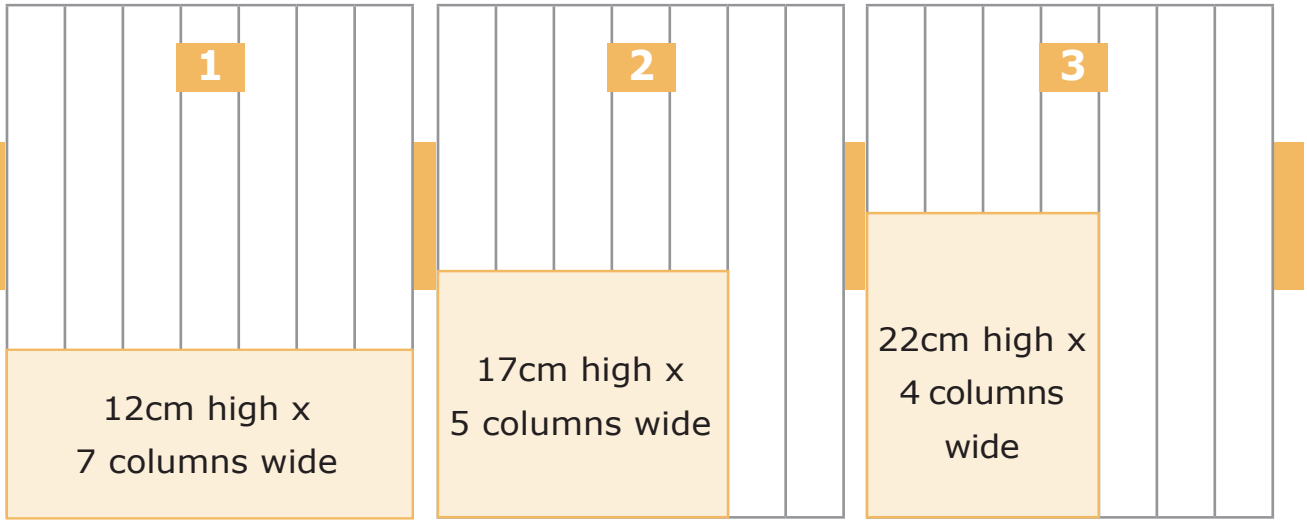
38cm high x
7 columns wide

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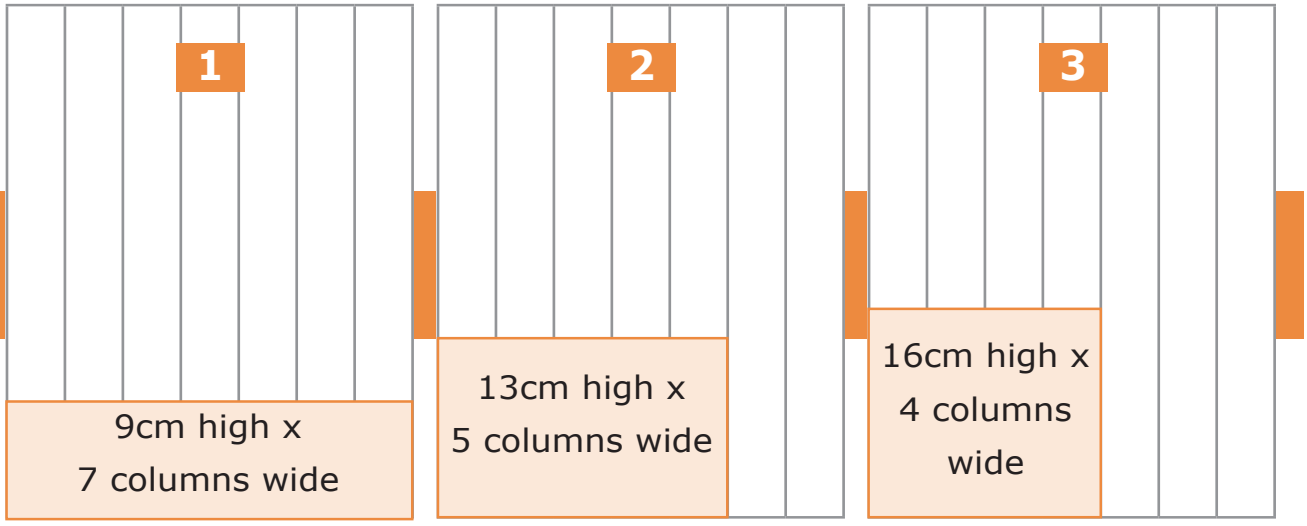
Half Page Options



Third Page Options



Quarter Page Options



NATIONAL
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SPECIAL RATES

5cm x 2 columns
5cm H x 7.14cm W

Months	Total Cost
3	$175
6	$290
12	$545

8cm x 2 columns
8cm H x 7.14cm W

Months	Total Cost
3	$280
6	$465
12	$870

10cm x 2 columns
10cm H x 7.14cm W

Months	Total Cost
3	$350
6	$580
12	$1085

Save money with volume buys – 3, 6 and 12-month rates

10cm x 3 columns
10cm H x 10.96cm W

Months	Total Cost
3	$520
6	$870
12	$1625

COLOUR OPTION

Months	Total Cost
3	$1040
6	$1740
12	$3250

12cm x 3 columns
12cm H x 10.96cm W

Months	Total Cost
3	$625
6	$1045
12	$1950

COLOUR OPTION

Months	Total Cost
3	$1250
6	$2085
12	$3900

• Mono only • Prices plus GST but no artwork • Other sizes also available