



Australia's only specialised poultry newspaper

MEDIA KIT 2024

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 55 cents 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.



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.

2024 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed
Dec 2023	Nov 16	Nov 29	Dec 4
Jan	Dec 14	Jan 3	Jan 8
Feb	Jan 18	Jan 31	Feb 5
Mar	Feb 15	Feb 28	Mar 4
Apr	Mar 14	Mar 27	Apr 2
May	Apr 18	May 1	May 7
Jun	May 16	May 29	Jun 3

RATES AND SIZES

Full colour	Full page	\$1400
	Half page	\$900
	Third page	\$800
	Quarter page	\$700
Mono	Full page	\$1100
	Half page	\$600
	Third page	\$500
	Quarter page	\$400

The casual rate for smaller or alternative size ads is \$6.50 per column centimetre (one column is 3.38cm wide). That reduces to \$4.30 for regular monthly advertisers and volume buys.



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

Four months for only \$200* mono or \$280* 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**

Edition	Copy	Print	Mailed
Jul	Jun 13	Jun 26	Jul 1
Aug	Jul 18	Jul 31	Aug 5
Sep	Aug 15	Aug 28	Sep 2
Oct	Sep 19	Oct 2	Oct 8
Nov	Oct 17	Oct 30	Nov 4
Dec	Nov 14	Nov 27	Dec 2
Jan 2025	Dec 12	Jan 8	Jan 13

Advertising and Marketing • ads@collins.media

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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

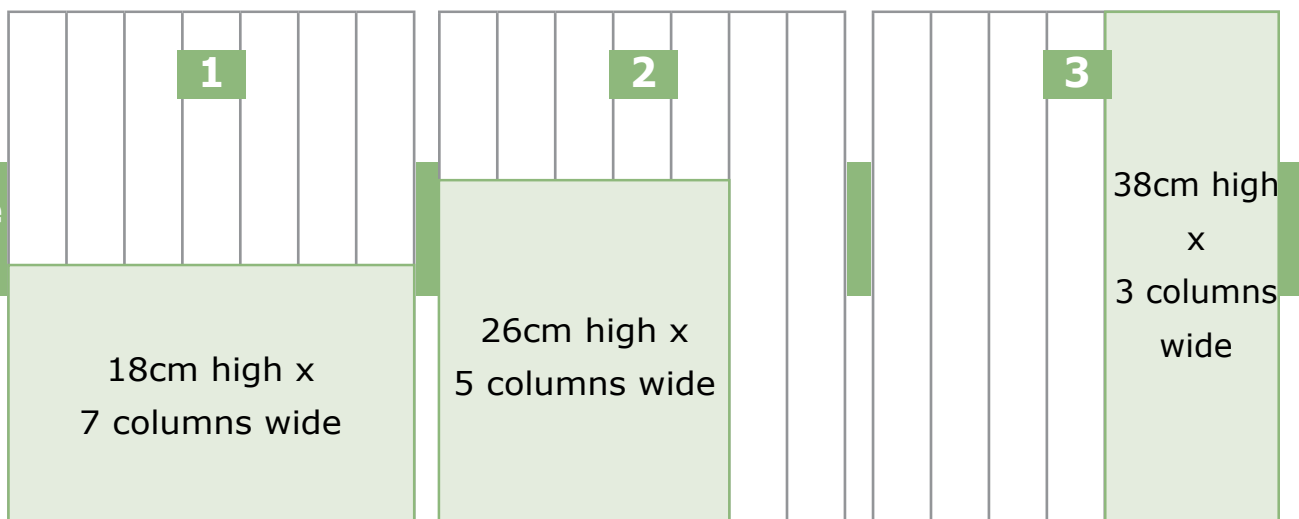
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

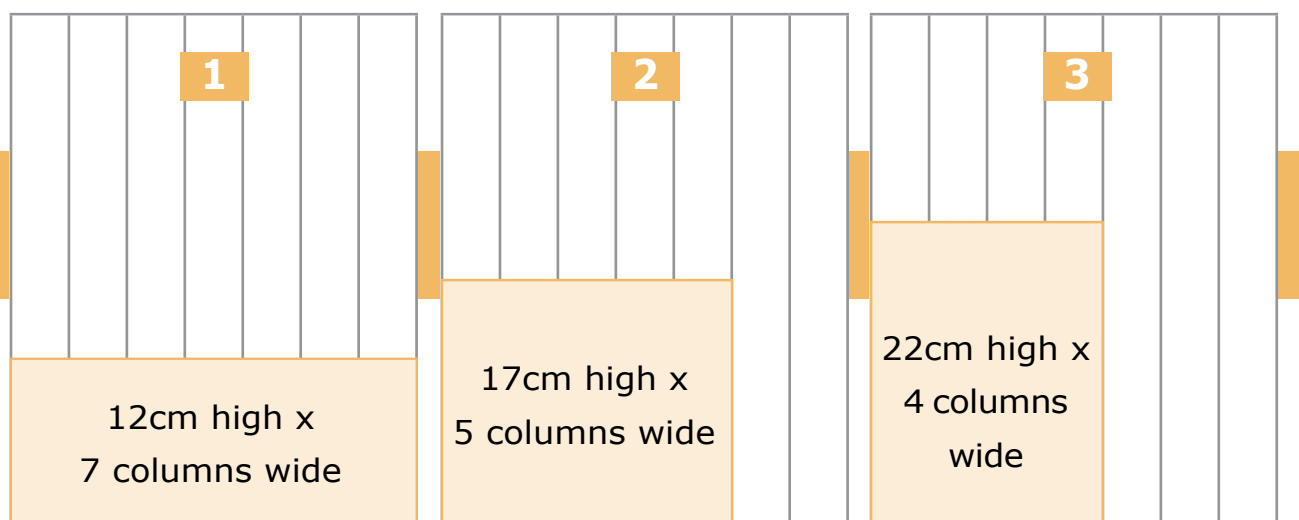
38cm high x
7 columns wide

NATIONAL
Poultry
NEWSPAPER

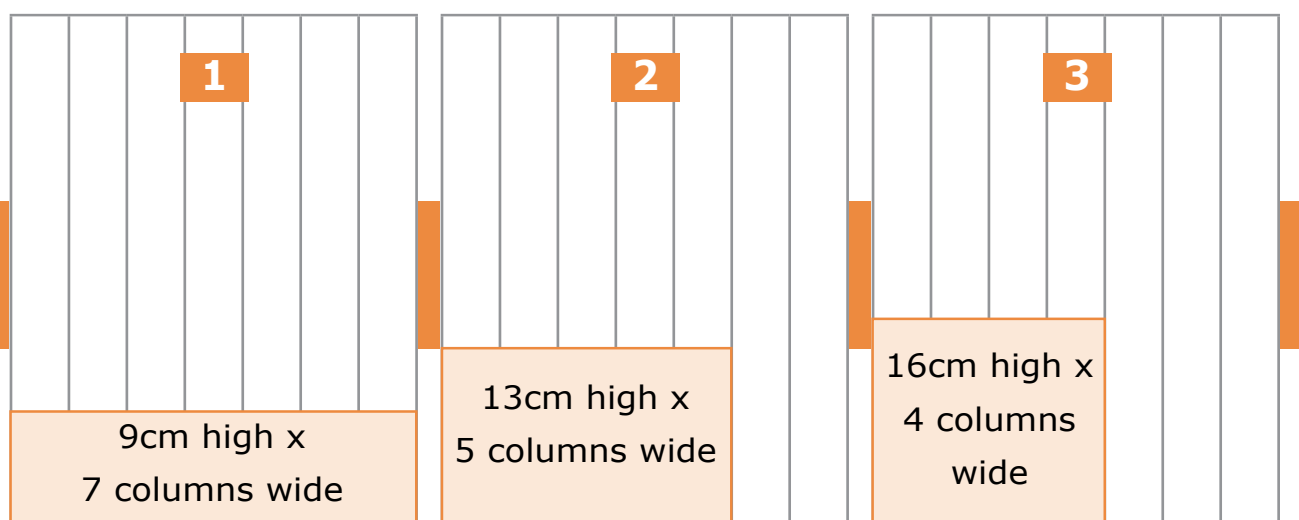
Half Page Options



Third Page Options



Quarter Page Options





SPECIAL RATES

5cm x 2 columns

5cm H x 7.14cm W

Months	Total Cost
3	\$165
6	\$276
12	\$516

8cm x 2 columns

8cm H x 7.14cm W

Months	Total Cost
3	\$264
6	\$442
12	\$825

10cm x 2 columns

10cm H x 7.14cm W

Months	Total Cost
3	\$330
6	\$552
12	\$1032

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

10cm x 3 columns

10cm H x 10.96cm W

Months	Total Cost
3	\$495
6	\$828
12	\$1548

COLOUR OPTION

Months	Total Cost
3	\$990
6	\$1656
12	\$3096

12cm x 3 columns

12cm H x 10.96cm W

Months	Total Cost
3	\$594
6	\$993
12	\$1857

COLOUR OPTION

Months	Total Cost
3	\$1188
6	\$1986
12	\$3714