



Australia's only specialised poultry newspaper

MEDIA KIT 2022

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.

2022 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed	Edition	Copy	Print	Mailed
Dec 2021	Nov 24	Dec 1	Dec 6	Jul	Jun 29	Jul 6	Jul 11
Jan	Dec 20	Jan 5	Jan 10	Aug	Jul 27	Aug 3	Aug 8
Feb	Jan 26	Feb 2	Feb 7	Sep	Aug 24	Aug 31	Sep 5
Mar	Feb 23	Mar 2	Mar 7	Oct	Sep 28	Oct 5	Oct 10
Apr	Mar 23	Mar 30	Apr 4	Nov	Oct 26	Nov 2	Nov 7
May	Apr 27	May 4	May 9	Dec	Nov 23	Nov 30	Dec 5
Jun	May 25	Jun 1	Jun 6	Jan 2023	Dec 19	Jan 5	Jan 10

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

Advertising and Marketing • ads@collins.media

PO Box 162 Wynnum Qld 4178 • Unit 14, 51 Industry Pl, Wynnum

T: 07 3286 1833 | www.poultrynews.com.au

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

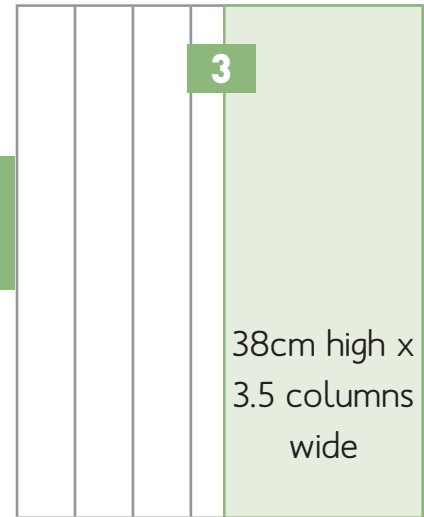
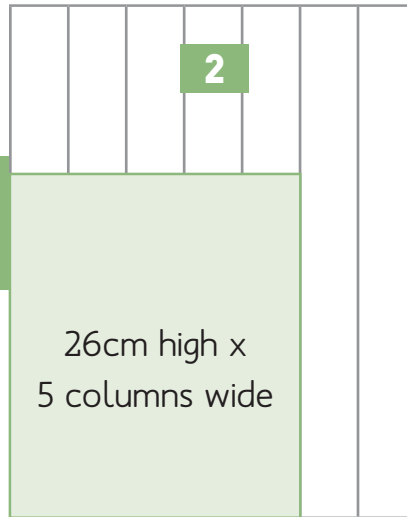
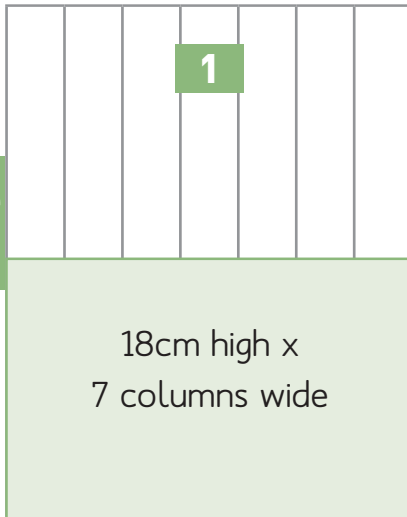
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

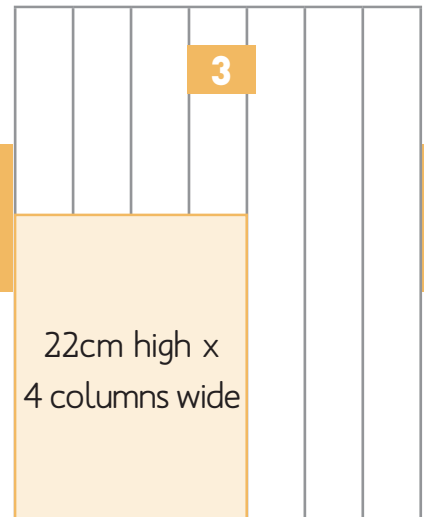
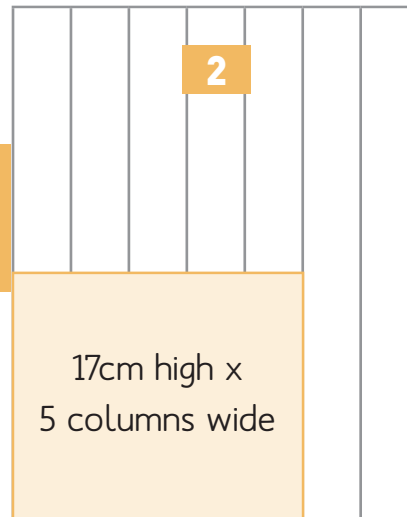
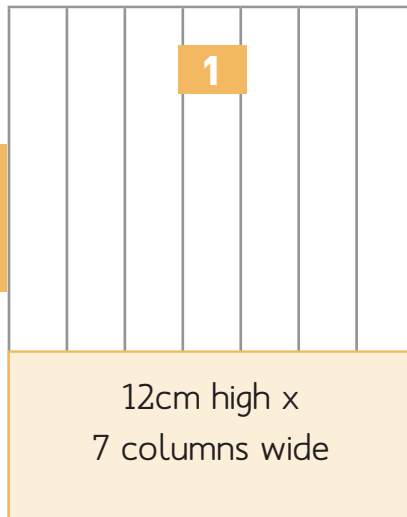
38cm high x
7 columns wide



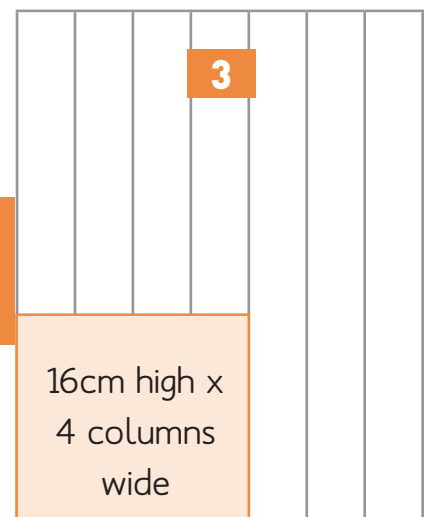
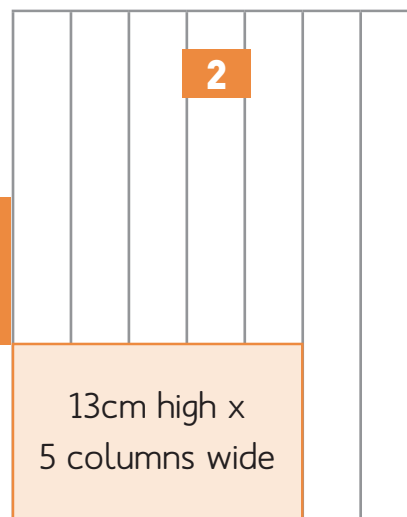
Half Page Options



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