



Australia's only specialised poultry newspaper

MEDIA KIT

National direct mail circulation of the National Poultry Newspaper is about 1400. That gives it one of the highest circulations of any publication within the industry. We publish monthly, 11 times a year (combined December/January edition).

An electronic flipbook version of NPN will also be emailed to over 1600 subscribers each month and the publication will be available to view on the website [www.poultrynews.com.au](http://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.

## 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 \$192 mono or \$274 colour.**

ALL PRICES PLUS GST  
CANCELLATION OF AD BOOKING WILL INCUR A 50 PERCENT FEE

## 2018 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed	Edition	Copy	Print	Mailed
May	Apr 27	May 3	May 4	Sep	Aug 31	Sep 6	Sep 7
Jun	Jun 1	Jun 7	Jun 8	Oct	Sep 28	Oct 4	Oct 5
Jul	Jun 29	Jul 5	Jul 6	Nov	Oct 26	Nov 1	Nov 2
Aug	Jul 27	Aug 2	Aug 3	Dec	Nov 23	Nov 29	Nov 30

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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**

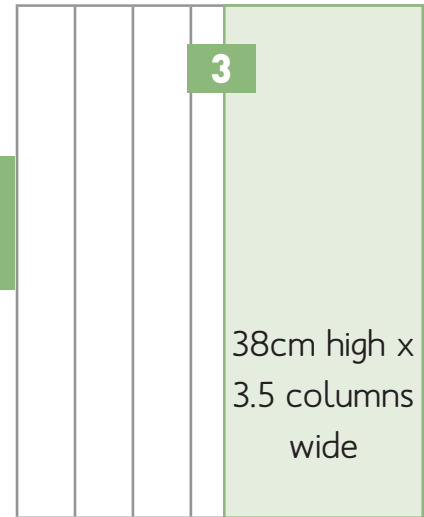
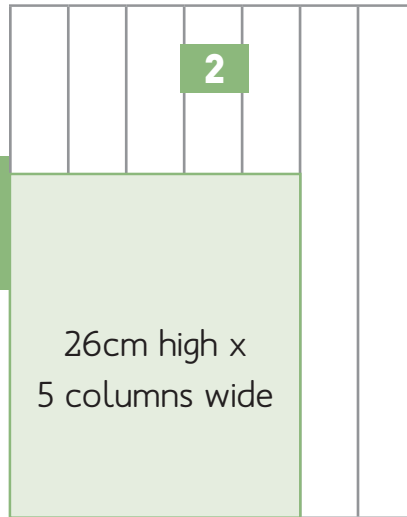
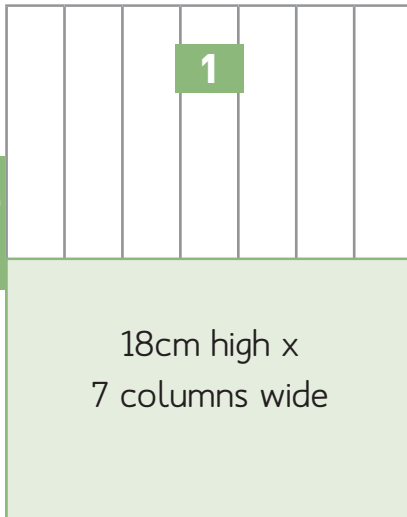
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

**Full Page**

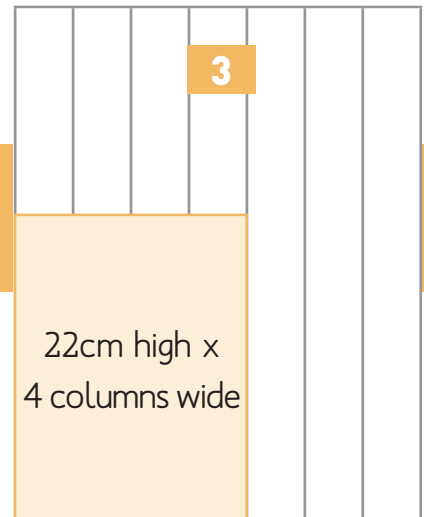
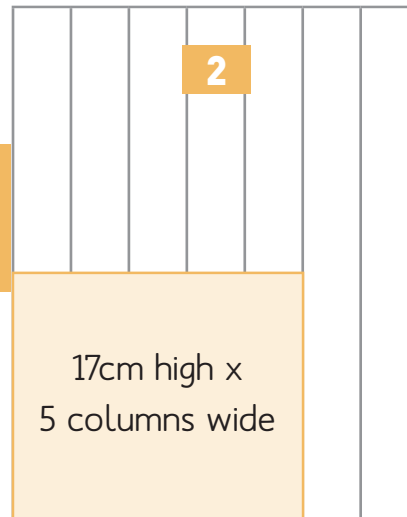
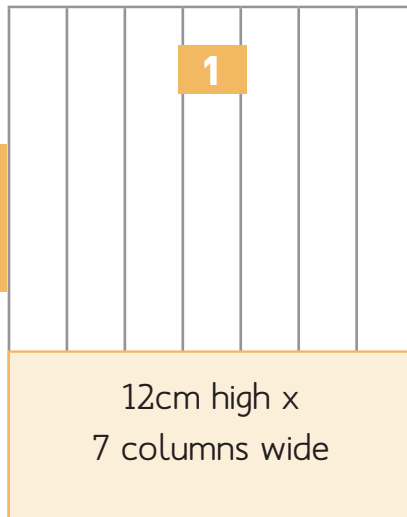
38cm high x  
7 columns wide



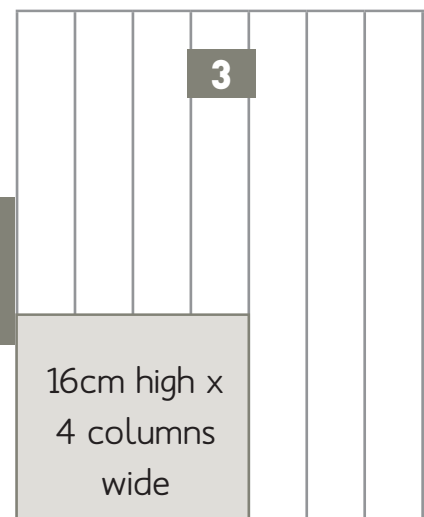
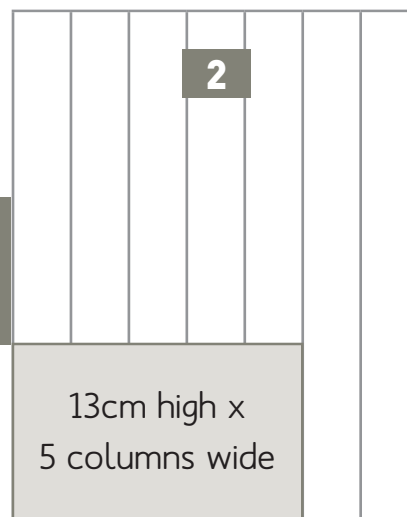
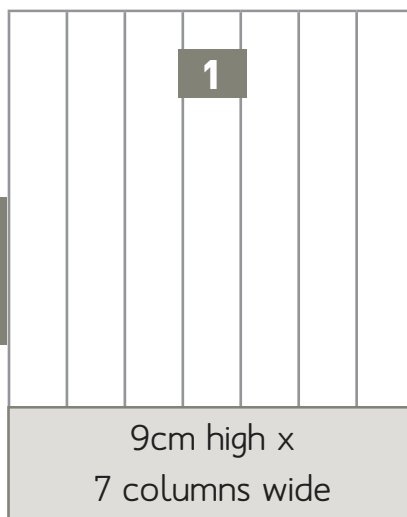
**Half Page Options**



**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