



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

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

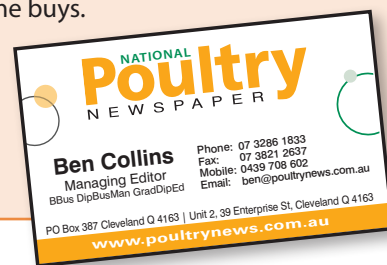
Artwork to be supplied as print-ready PDF file or high resolution jpeg file with no bleed or keyline.

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 \$200 mono or \$290 colour.

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

2019 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed	Edition	Copy	Print	Mailed
Dec/Jan	Nov 23, 2018	Nov 29	Nov 30	Jul	Jun 28	Jul 4	Jul 5
Feb	Feb 1	Feb 7	Feb 8	Aug	Jul 26	Aug 1	Aug 2
Mar	Mar 1	Mar 7	Mar 8	Sep	Aug 30	Sep 5	Sep 6
Apr	Mar 29	Apr 4	Apr 5	Oct	Sep 27	Oct 3	Oct 4
May	Apr 26	May 2	May 3	Nov	Oct 25	Oct 31	Nov 1
Jun	May 31	Jun 6	Jun 7	Dec	Nov 22	Nov 28	Nov 29

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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

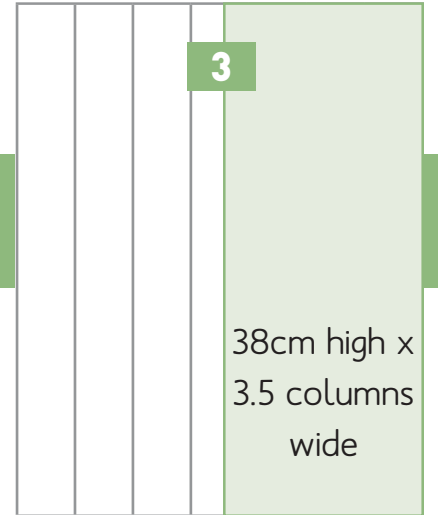
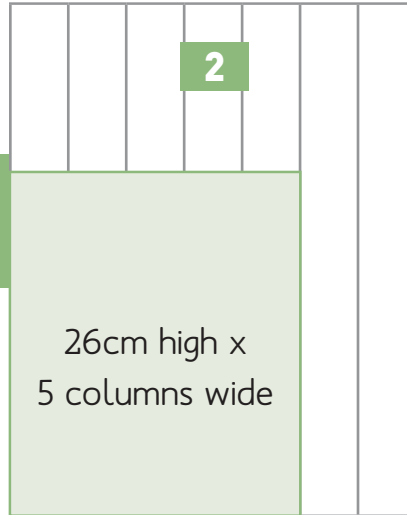
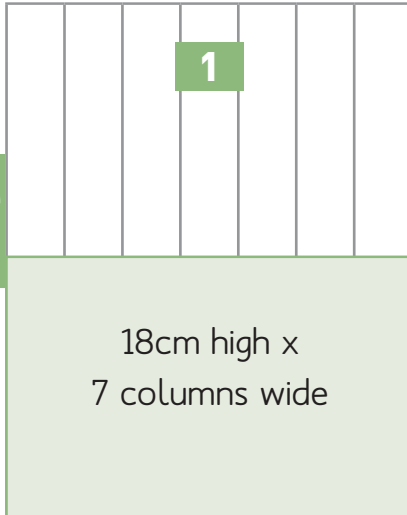
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

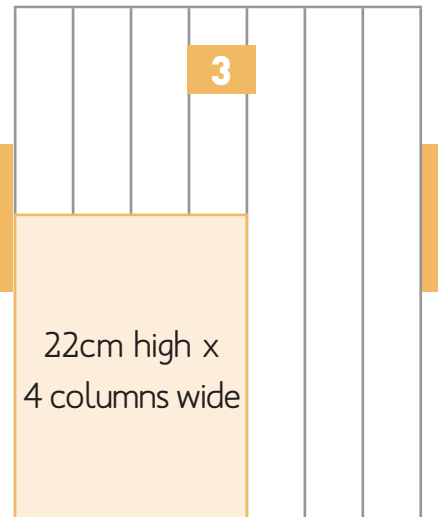
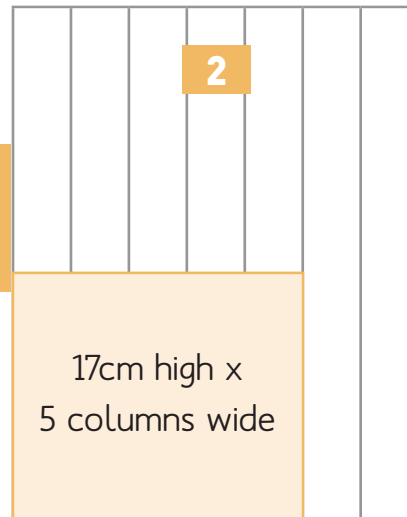
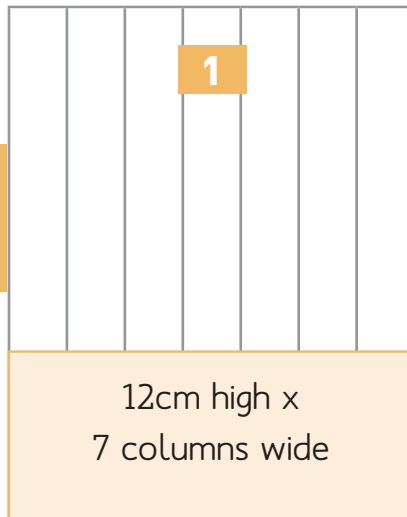
38cm high x
7 columns wide



Half Page Options



Third Page Options



Quarter Page Options

