



Australia's only specialised poultry newspaper

MEDIA KIT

National direct mail circulation of the National Poultry Newspaper is over 1400. 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 1600 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.

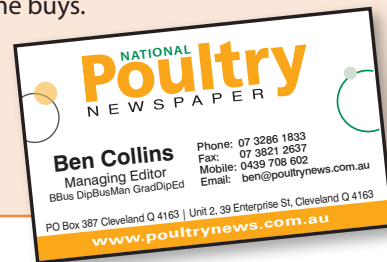
Advertising rates can also be negotiated for volume buys. Please do not hesitate to call if we may be of assistance to you.



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. *Plus GST

ALL PRICES PLUS GST

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.

2020 PUBLISHING INFORMATION

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

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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

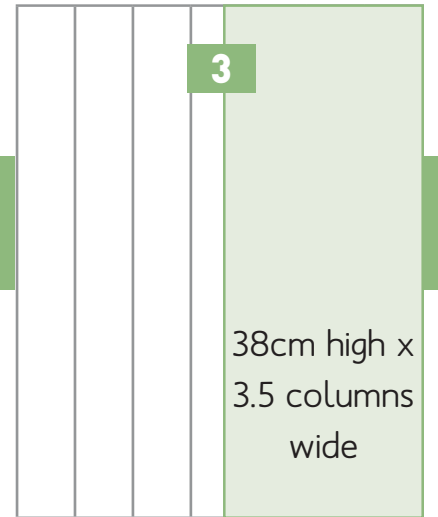
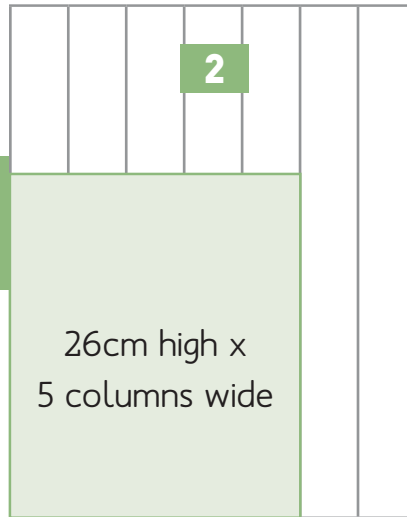
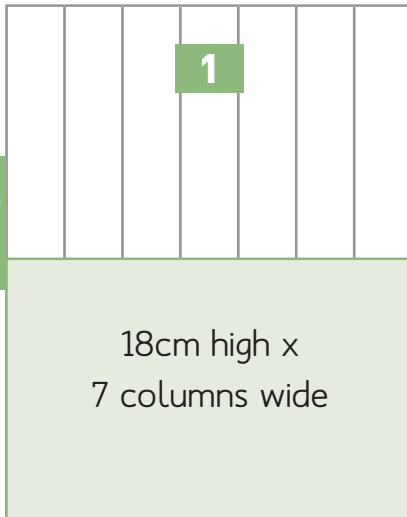
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

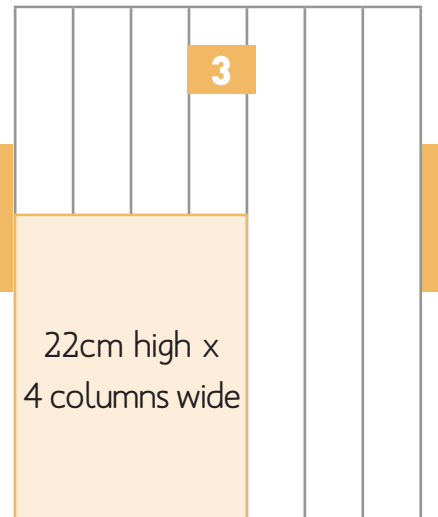
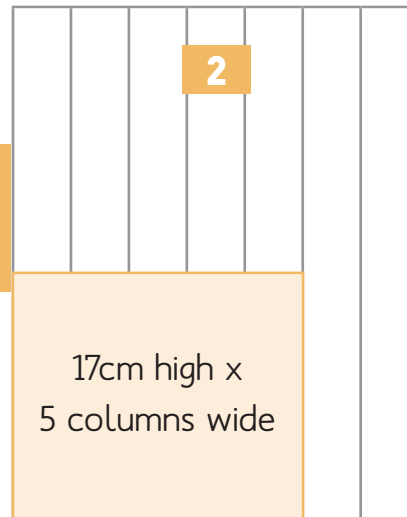
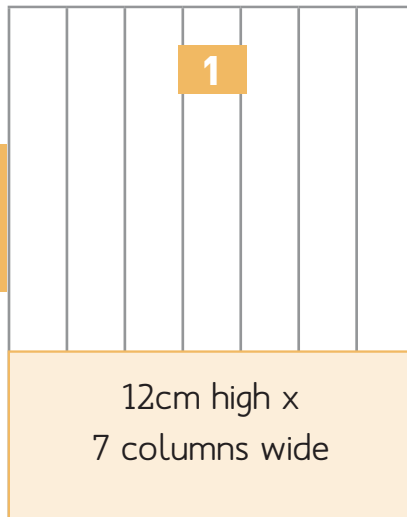
38cm high x
7 columns wide



Half Page Options



Third Page Options



Quarter Page Options

