



Australia's only specialised poultry newspaper

MEDIA KIT 20/21

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](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.

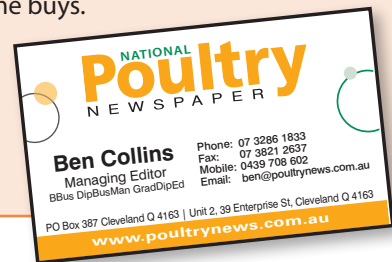
**Advertising rates can also be negotiated for volume buys.** Please do not hesitate to call if we may be of assistance to you.



## 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.

## 2021 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed	Edition	Copy	Print	Mailed
<b>Dec 2020</b>	Nov 18	Nov 25	Nov 30	<b>Jun</b>	May 26	Jun 2	Jun 7
<b>Jan</b>	Dec 21	Jan 6	Jan 11	<b>Jul</b>	Jun 23	Jun 30	Jul 5
<b>Feb</b>	Jan 27	Feb 3	Feb 8	<b>Aug</b>	Jul 28	Aug 4	Aug 9
<b>Mar</b>	Feb 24	Mar 3	Mar 8	<b>Sep</b>	Aug 25	Sep 1	Sep 6
<b>Apr</b>	Mar 24	Mar 31	Apr 6	<b>Oct</b>	Sep 29	Oct 6	Oct 11
<b>May</b>	Apr 28	May 5	May 10	<b>Nov</b>	Oct 27	Nov 3	Nov 8

Advertising and Marketing • [ads@collins.media](mailto:ads@collins.media)

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T: 07 3286 1833 | F: 07 3821 2637 | [www.poultrynews.com.au](http://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**

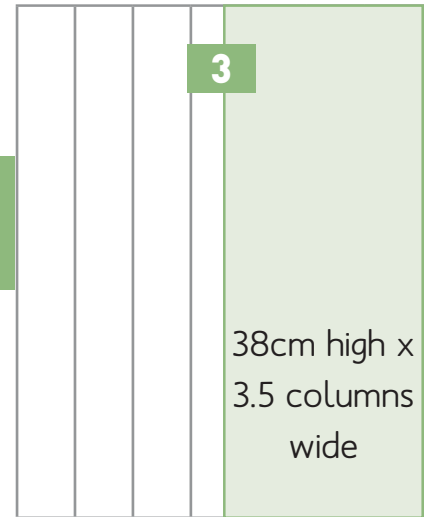
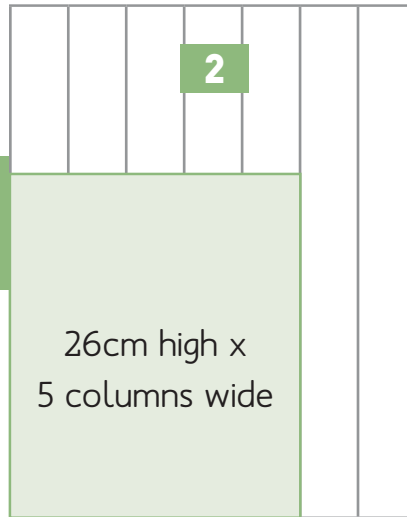
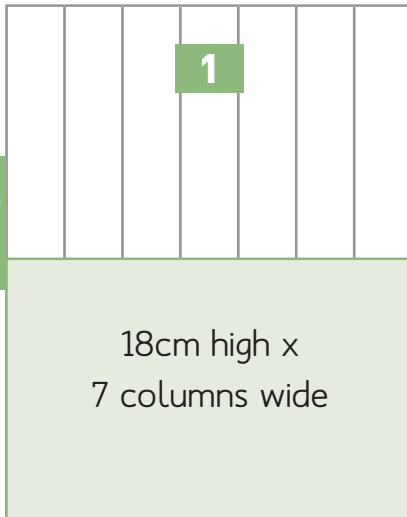
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

**Full Page**

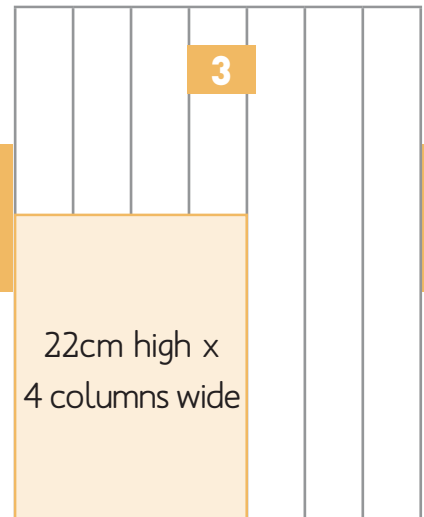
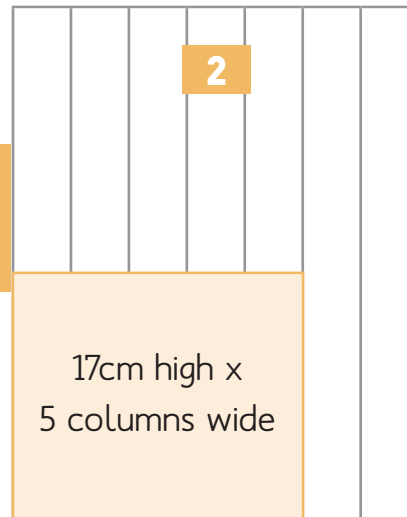
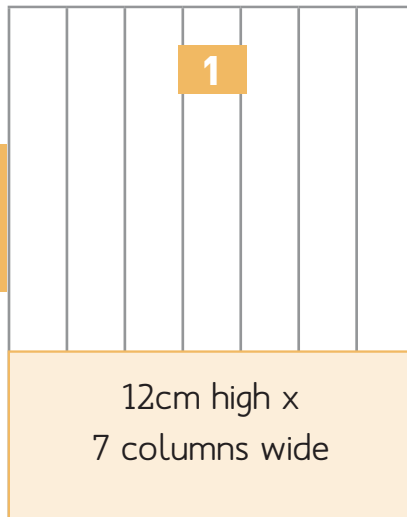
38cm high x  
7 columns wide



**Half Page Options**



**Third Page Options**



**Quarter Page Options**

