



NZ HEREFORDS

THE WHITEFACE ADVANTAGE

2017 Rate Card

BREEDER

NZ HEREFORDS MAGAZINE

- 5,000 copies printed distributed to 3,000+ subscribers
- 2,000 circulated at Beef Expo and registered bull sales throughout the year.

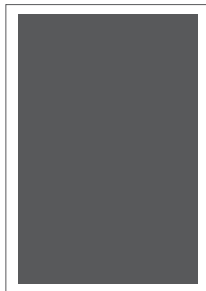
PUBLICATION DATE: April 2017

BOOKING DEADLINE: 27th January 2017

MATERIAL DEADLINE: 3rd February 2017

EARLY BIRDS: 10% off if booked and material provided by 5pm 6th January 2017.

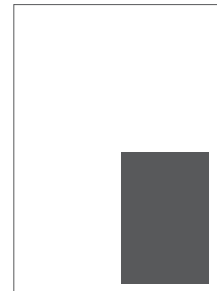
MAGAZINE RATES



FULL PAGE: \$895
210mm w x 297mm h
portrait only
(include a 3mm bleed)
185mm x 277mm (non bleed) portrait only



HALF PAGE: \$595
185mm w x 135mm h



QUARTER PAGE: \$345
89.5mm w x 135mm h

ADDITIONAL OPPORTUNITIES

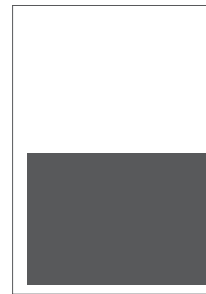
NZHA-BREEDER EMAIL NZHA BI-MONTHLY NEWSLETTER HOOKED ON HEREFORDS



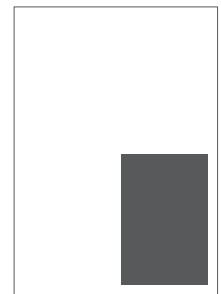
\$100
600 pixels w
250 pixels h



FULL PAGE: \$300
210mm w x 297mm h



HALF PAGE: \$150
186mm w x 130mm h



1/4 PAGE: \$75
90mm w x 130mm h

PRINT: Feb, June, Oct **ELECTRONIC:** April, Aug, Dec

BOOK YOUR MAGAZINE SPACE NOW TO RECEIVE 25% OFF ANY NZHA BREEDER EMAIL OR HOOKED ON HEREFORD ADVERT WITH YOUR MAGAZINE ADVERT!

To secure your place in the next Hereford magazine please complete the NZ Herefords magazine booking form and return to NZ Herefords office.

2017 NZ HEREFORDS MAGAZINE CONTACTS:

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NZHA recommends PIVOT DESIGN for all your advertising, bull sale catalogues, website and design needs.

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EMAIL: graphics@pivotdesign.co.nz.

