

NZ Herefords

NZ Hereford Magazine 2024 Rate Card

- 5,000 copies printed and distributed to commercial farmers and breeders in conjunction with the April 2024 edition of Country Wide.
- 2,000 circulated at National Bull Sale and registered bull sales throughout the year.

DISTRIBUTION DATE
April 2024

BOOKING DEADLINE
Friday 1st December 2023

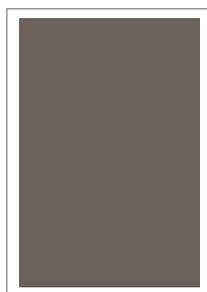
MATERIAL DEADLINE
Friday 15th December 2023

EARLY BIRDS

10% discount if booked
and material provided by
5pm Friday
24th November 2023



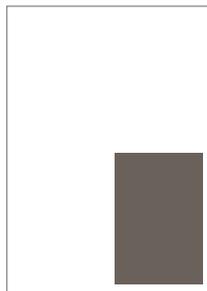
MAGAZINE RATES



FULL PAGE:
\$1049 + GST
210mm w x 297mm h
PORTRAIT ONLY
(include a 3mm bleed)
180mm x 264mm (non
bleed) portrait only



HALF PAGE:
\$699 + GST
180mm w x 130mm h



QUARTER PAGE:
\$440 + GST
88mm w x 130mm h

Artwork File Specifications:

- All supplied artwork files must be either a press ready PDF or high resolution jpg.
- 3mm bleed/crop margins included.
- CMYK colour output profile with 300dpi images.
- Black text should be 100% black.
- We **don't** accept spot colours, RGB or 72dpi files.

NOTE: All prices are GST exclusive.



To secure your place in the 2024 Hereford magazine, and to guarantee your sale date will be listed on the back cover, please download the magazine booking form from www.herefords.co.nz and email to: office@herefords.co.nz

2024 NZ Hereford Magazine Contacts:

ADVERTISING	Karen Belton	E: office@herefords.co.nz	Ph: 06 323 0745
EDITOR	Kate Taylor	E: herefordmag@gmail.com	M: 027 603 2200
NZ Herefords recommends PIVOT DESIGN for all your design needs.		E: graphics@pivotdesign.co.nz	Ph: 06 323 0740