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SOUTH AUSTRALIA'S PREMIER RURAL WEEKLY

Stock Journal

ADVERTISING RATE CARD

2012-2013

www.farmonline.com.au

[[CLICK HERE TO ENTER](#)]



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Stock Journal

Stock Journal is South Australia's premier paid rural weekly, circulating 15,500 copies and reaching 45,000 readers throughout South Australia, Western Victoria, Broken Hill area of New South Wales, and the Northern Territory. At 89%, the Stock Journal enjoys the highest on-farm readership of the state-based rural weeklies. The Stock Journal was established in 1904 and has a long and enviable history of communicating with the rural industry.

Thursday, Jun

Ag Excel
Allian

Linking
grower



Stock Journal

www.stockjournal.com.au

Advertise online. Rates on application.

Advertising Rates

	Rate	+ 10% GST	Total
Casual	\$14.09	\$1.41	\$15.50
1,000 cm	\$14.01	\$1.40	\$15.41
2,500 cm	\$13.33	\$1.33	\$14.66
5,000 cm	\$12.33	\$1.23	\$13.56

Preferred Positions

(Size and availability on application)	+10% GST	Total
Front page strip 5cm x 8col (full colour)	\$1250	\$1375
Pg 3, 5, 7	Plus 30%	
Pg 9, 11, 13	Plus 20%	
Centre Spread	Plus 20%	
Back Page	Plus 30%	

Unless loadings are applied the placement of advertisements is to be at the publisher's discretion.

Colour Loadings

		+10% GST	Total
Spot Colour	\$290	\$29	\$319
Full Colour	\$620	\$62	\$682

Subject to availability and press limitations

Stock Journal Advertising Contact

Ph (08) 8372 5222, Fax (08) 8372 5288

Email: laurie.bowler@ruralpress.com or annette.wheeler@ruralpress.com

Copy and Booking Deadlines

Display Bookings:	Noon Wednesday week prior to issue date
Cancellations:	5pm Wednesday week prior to issue date
Copy Deadlines:	
Copy to be paper set:	10am Thursday
Supplied material:	2pm Friday
Proof Deadline (if required):	Copy must be in by 4pm Friday prior to publication day.

(The publisher reserves the right to repeat material if copy deadlines are not met.)

Stock Journal Editorial Contact

Ph (08) 8372 5216 (direct), Fax (08) 8372 5282

Email: editor.stockjournal@ruralpress.com

Livestock

Per single column cm	+10% GST	Total
Rate	\$11.51	\$12.66

Email: mark.scown@ruralpress.com

All advertising is subject to a 10% GST.

Bookings close noon Wednesday week prior to publication.

Copy deadline 10am Thursday prior to publication date.

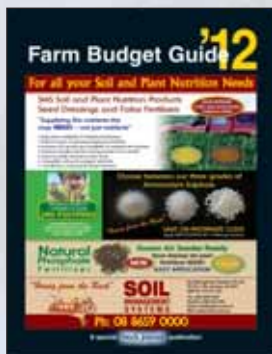
Inserts

Up to 4 pages A4 80gsm:	0.27c per insert plus GST
4-8 pages A4 80gsm:	0.30c per insert plus GST
8-12 A4 80gsm:	0.36c per insert plus GST
More than 12 pages A4 80gsm:	POA (Min. charge 40¢ plus GST)
Delivery requirements:	7 days prior to publication.

Delivery to be made to Rural Press Printing,
110-118 Adelaide Road, Murray Bridge 5253.

Delivery must identify publication and date of insertion.

- Please note full run of inserts is required 15,500 copies
- No part runs accepted



MONTHLY HIGHLIGHTS

■ Run of press features

■ Special Publications

Edition
Date

July 2012

- 5 • Yorke Peninsula • Lower South East
- 12 • Alice Springs Show Report • **We Are South Australian**
- 19 • SE Merino Preview • Olympics Preview
- 26 • **Rural Commodities** • **EP Field Days Preview**

August 2012

- 9 • Grain Storage • **Livestock Annual**
- 16 • EP Field Days Review
- 23 • **Spring Property Guide** • **Farm Machinery Annual** • **Royal Show Preview**
- 30 • Royal Show Trader

September 2012

- 6 • Grain Handling • Riverland Field Days Preview
- 13 • Show Report • Solar Energy • Mildura Feature
- 20 • **Pig Industry News** • Show Report 2 • Mt Gambier Town Feature
- 27 • **ICONS Of the Bush**

October 2012

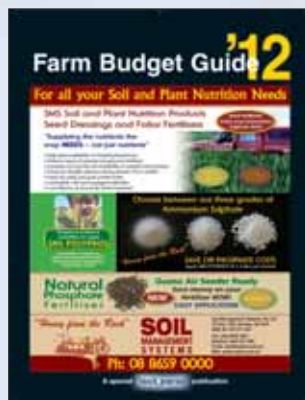
- 4 • **Agri Xtra**
- 11 • Grain Handling • **Harvest**
- 18 • Pink Ribbon Day
- 25 • **Mail Order Catalogue** • **In Your Shed** • Kangaroo Island & Fleurieu Peninsula

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Mail Order Catalogue
October, 2012



Farm Budget Guide
March, 2013



South East Field Days
March, 2013

MONTHLY HIGHLIGHTS

■ Run of press features ■ Special Publications

Edition Date

November 2012

- 8 • Soil to Silo • **Pastures**
- 22 • Pt Pirie Town Feature • Fire Safety • **Farm Hints and Ideas** • Farm Inputs
- 29 • Farm Inputs 2

December 2012

- 6 • **100 Years of Headlines** • **Livestock Calendar**
- 13 • Kadina Town Feature • **Pig Industry News**
- 20 • Country Sport • Desk Planner
- 27 • **Tips from the Workshop** • **Rainfall Chart**

January 2013

- 3 • 2013 The Year Ahead
- 10 • Education
- 17 • **Beef Field Days Program** • Dublin Saleyards 10th Anniversary
- 24 • South East
- 31 • Tillage & Seeding

February 2013

- 14 • Soil Management • SA's Top 50 Businesses
- 21 • Mid North in Focus • **Merino Annual**
- 28 • Pre Seeding

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Royal Adelaide
Show Preview
September, 2012



Harvest
October, 2012



Rural Products &
Services Guide
December, 2012

MONTHLY HIGHLIGHTS

■ Run of press features ■ Special Publications

Edition
Date

March 2013

- 7 • **South East Field Days Program**
- 21 • **Farm Budget Guide** • South East Field Days Review
- 28 • **Pig Industry News** • Port Augusta • Machinery Maintenance

April 2013

- 4 • Eco-Friendly Spraying • Improving the Farm
- 11 • Water Management
- 18 • Heart & Soul • Livestock for Profit
- 25 • Murraylands Feature

May 2013

- 2 • Law Week • Volunteers Week
- 9 • Liquid Nutrition • **Better When Branded** • Tale of 10 Cities
- 16 • Farm Safety • **Holiday 2013**
- 23 • Port Lincoln/Lower Eyre Peninsula
- 30 • Post Emergent Spraying

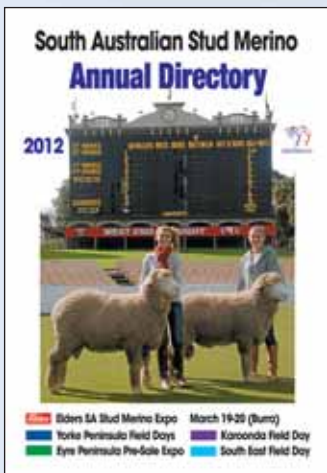
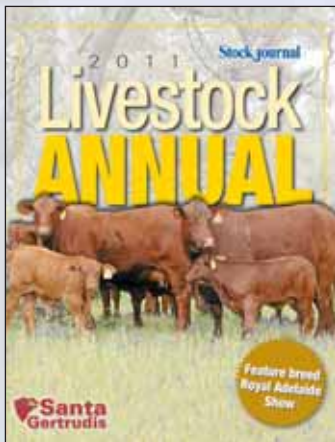
June 2013

- 6 • Fencing and Yards
- 13 • Farm Equipment News
- 20 • Broken Hill Feature • **Pig Industry News**

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Livestock Annual
August, 2012



Merino Annual
February, 2013

Livestock Calendar
December, 2012



MONTHLY HIGHLIGHTS

■ Run of press features ■ Special Publications

Edition
Date

July 2012

- 12 • Alice Springs Show Report
- 19 • South East Merino Field Day Preview • SA Junior Heifer Expo Report
- 26 • Mallee Merino Field Day Preview • Bendigo Sheep Show Report
• Dohne Feature

August 2012

- 16 • **Livestock Annual**
- 23 • Prime Lamb Feature – Part 1 Border Leicester/White Suffolk

September 2012

- 13 • Royal Adelaide Show Report – Week 1
- 20 • Royal Adelaide Show Annual – Week 2
- 27 • Prime Lamb Feature – Part 2 Superborder

December 2012

- 6 • **Livestock Calendar**

January 2013

- 17 • **Beef Field Days Program** • Limousin Feature • Simmental Feature
- 24 • Angus Cattle feature

February 2013

- 14 • Hereford Feature • Santa Gertrudis – Centre State Sale Preview
• Naracoorte Shorthorn Preview
- 21 • **Merino Annual**

March 2013

- 14 • Naracoorte Shorthorn Report

May 2013

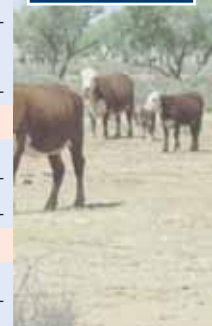
- 2 • Murray Grey National Report
- 9 • Limousin National Report • Hereford National Report

June 2013

- 13 • Dubbo Hereford Report
- 20 • Dubbo Shorthorn Report

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AgTrader Classifieds

Ag Trader, SA's complete farm classified pull-out, provides the most extensive rural classified advertising medium in South Australia.

Advertising Rates

		+10% GST	Total	
Display	\$12.15	\$1.21	\$13.36	per column cm
(min charge)	\$36.45	\$3.64	\$40.09	
Lineage	\$4.20	\$0.42	\$4.62	per line
	(After 3rd Line)			
(min charge)	\$14.60	\$1.46	\$16.06	
Logo	\$16.00	\$1.60	\$17.60	
(Colour logo)	\$30.00	\$3.00	\$33.00	
Colour (lineage)	\$22.00	\$2.20	\$24.20	

b/ground

Booking and copy deadline 4pm Tuesday prior to publication.

All prices include GST.

Place your line ad for three weeks and only pay for two weeks. Ag Trader farm classifieds provide you with a huge selection of goods and services from Alpacas to Work Wanted, including all popular advertising headings with special sections for machinery and motoring.

Sections Include:

Accommodation, Rural Buildings, Working Dogs, Livestock, Feed & Grain, Machinery & Plant, Seed for Sale, Vehicles, General Goods, Situations Vacant, Tenders & Contracts, Work Wanted, Wanted to Buy, Public Notices.

Popular directories appear each week in Ag Trader covering topics that are of general interest including: Farm Water, Stock Yards, Fencing & Gates, Specialists in the Trade, Take a Break ... and a host of other interesting ideas.

www.stockjournal.com.au

Advertise online. Rates on application.

Machinery Trader

Renowned as South Australia's first choice for buying or selling machinery, Machinery Trader is your guide to farm machinery equipment as a pullout section within Ag Trader. Covering all your machinery buying and selling needs it is available on the last Thursday of each month in photographic tabloid format.

Deadlines

Published	Last Thursday of each month
Booking Deadline	Friday 4 pm prior to publication
Copy Deadline	Monday 12 noon prior to publication

Motoring Trader

More and more Stock Journal readers are looking at purchasing quality new and used vehicles for on-farm use. Our Motoring Trader liftout will bring to you an up-to-date listing of new and used vehicles on the second Thursday of each month, in a photographic tabloid format.

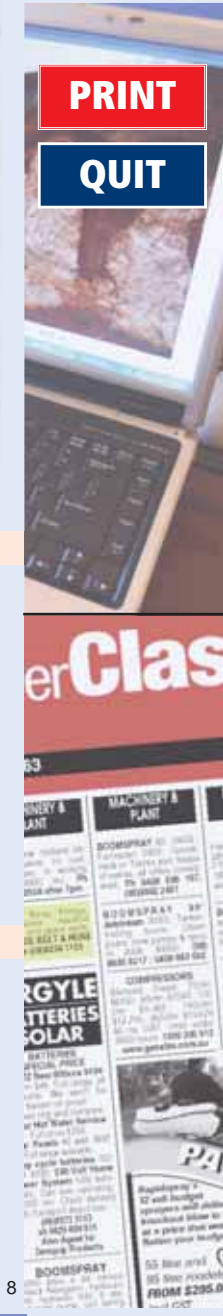
Deadlines

Published	Second Thursday of each month
Booking Deadline	Friday 4 pm prior to publication
Copy Deadline	Monday 12 noon prior to publication

Ph (08) 8372 5252 Fax (08) 8372 5266
 Toll Free Ph 1800 811 283 Toll Free Fax 1800 626 263
 Email: agtrader.stockjournal@ruralpress.com

• **Please note: These publications are on an 8 column Grid**

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Stock Journal Real Estate features the pick of property available for sale throughout South Australia and interstate. Strongly supported by major rural real estate companies it provides advertisers the opportunity to feature properties for sale both rural, regional and metropolitan – residential and commercial.

The 2012 Property Annual, a comprehensive rural and regional real estate lift-out, is published Thursday, 23rd August 2012, the start of a traditionally important real estate selling period.

Real Estate

Rate	+10% GST	Total
\$21.29	\$2.13	\$23.40 per column centimetre (wide column)

Preferred positions Page 1 loading 10%
 Deadline 11am Tuesday prior to publication

Livestock Auctions and Clearing Sales

The Stock Journal is a clear leader in terms of Clearing Sales and Livestock Auctions, and is well regarded by stock agents.

Auctions & Clearing Sales	Rate	+10% GST	Total
	\$21.27	\$2.13	\$23.40 per column centimetre (wide column)

Deadline 11am Tuesday prior to publication

Mechanical details

For real estate, livestock auctions and clearing sales

1 column	63mm
2 columns	129mm
3 columns	195mm
4 columns	262mm

Full colour and spot colour available upon request

www.stockjournal.com.au

Advertise online. Rates on application.

Contact

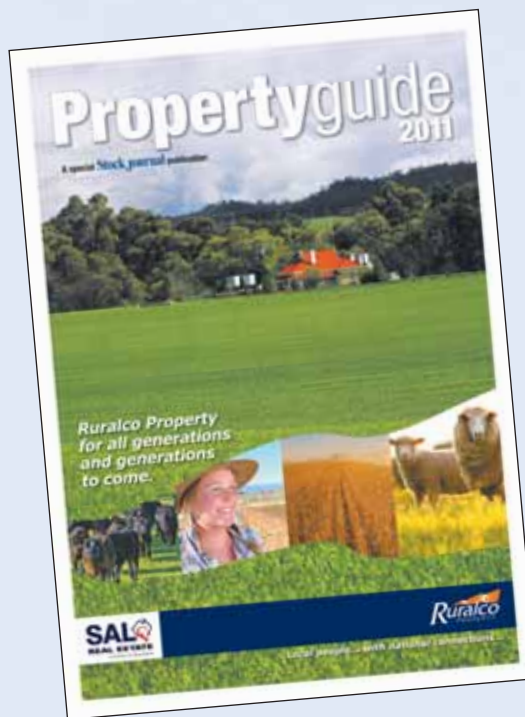
Jodie McDonnell

Ph (08) 8372 5222

Fax (08) 8372 5288

Email: property.stockjournal@ruralpress.com

• Please note: Real Estate is on a 4 column Grid



Property Guide
 August, 2012



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www.stockjournal.com.au
Advertise online. Rates on application.

Advertising Rates

	Casual	x2 Issues	x4 Issues
Full Page	\$990	\$880	\$770
Half Page	\$660	\$550	\$440
Quarter Page	\$440	\$385	\$275
Front Cover	\$660	Casual Rates Apply	
Spot Colour	\$165	Casual Rates Apply	
Full Colour	\$440	Casual Rates Apply	

All advertising rates include 10% GST.

Mechanical Details

Full Page	380mm x 260mm	Mono screen	85 line
Half Page	190mm x 260mm	Colour screen	100 line
Quarter Page	190mm x 128mm		

Deadlines

	Publication Date	Material Date	Booking Deadline
September	20/9/12	12/9/12	10/9/12
December	13/12/12	5/12/12	3/12/12
March	28/3/13	20/3/13	18/3/13
June	20/6/13	12/6/13	10/6/13

Sales Enquiries and Contacts

Gloria Townsend
Ph 08 8372 5252
Fax 08 8372 5266

PIG industry news
A summary of news and practical ideas for the Australian Pig Industry

Free-range KI pork sow gains

By MIRANDA BERRY

Free-range pig farming is gaining momentum in the south-eastern Queensland pig industry, with a focus on producing high-quality pork for the discerning consumer market.

The Queensland Pig Producers' Association (QPPA) has identified the region as a key area for growth, with many producers looking to expand their operations into free-range pig farming.

One such producer is [Name], who has successfully implemented a free-range system on his property. He reports that his pigs are healthier and produce higher quality meat, which is in high demand from local restaurants and farmers markets.

The QPPA is currently working on developing standards and guidelines for free-range pig farming in Queensland, to ensure that consumers can trust the quality and welfare of the pigs they are buying.

For more information on free-range pig farming, contact the QPPA on [Phone Number] or visit their website at [Website URL].

Monday through to Friday collections. Same day deliveries to parts of S.A. Sabor only uses Androhep Long Life Extender. We dispatch all over Australia. No contracts to be tied to, it's all about choice. No orders too big or too small. Order what you want - when you want.

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Fax. 8843 4358
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Bear of the Quarter

Pig Industry News

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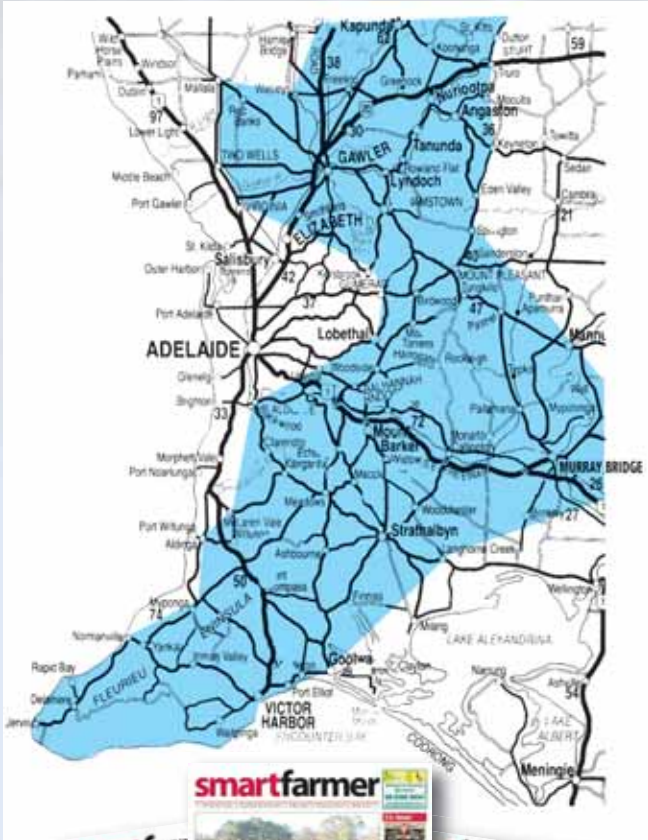
Mission Statement

To become the farming bible for small and lifestyle farmers in the Adelaide Hills – from the Barossa Valley to Fleurieu Peninsula.

To provide practical information about running a small commercial farm and inform readers on political and land management issues affecting their properties.

Edition Date	Edition Date
July 2012	February 2013
12 • Smart Farmer	14 • Smart Farmer
August 2012	March 2013
9 • Smart Farmer	14 • Smart Farmer
September 2012	April 2013
13 • Smart Farmer	11 • Smart Farmer
October 2012	May 2013
11 • Smart Farmer	9 • Smart Farmer
November 2012	June 2013
8 • Smart Farmer	13 • Smart Farmer
Dec/Jan 2012-2013	
13 • Smart Farmer	





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smartfarmer is published by the *Stock Journal* and is run as a free, full-colour, monthly publication distributed throughout South Australia.

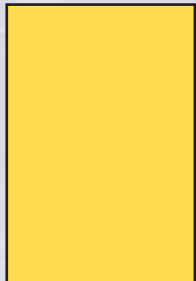
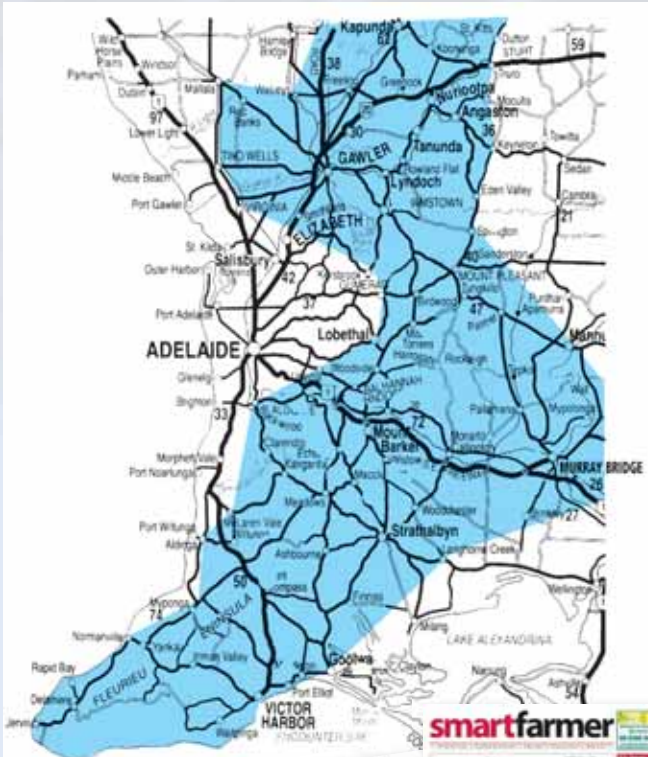
smartfarmer is designed to provide practical information on how to run small farms and inform readers about the political and land management issues affecting their properties.

smartfarmer has regular articles on livestock, animal handling, machinery, viticulture, land and water care, plus much more.

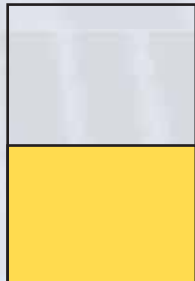
smartfarmer has a **distribution of 14,000** delivered **FREE** the second week in every month. Delivered throughout the Fleurieu Peninsula, Adelaide Hills, Kangaroo Island, the South East and the Barossa Valley areas.

smartfarmer's niche market can help create greater awareness of your business and assist in making it grow...

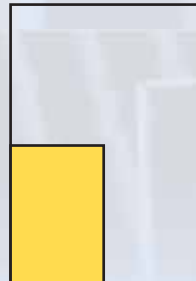




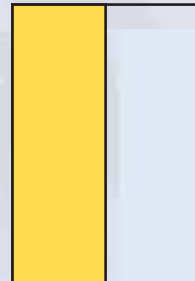
Full Page
380mm by 262mm
\$1716 inc GST



Half Page
190mm by 262mm
\$858 inc GST



Quarter Page
190mm by 129mm
\$429 inc GST



Half Page
380mm by 129mm
\$838 inc GST



Contacts

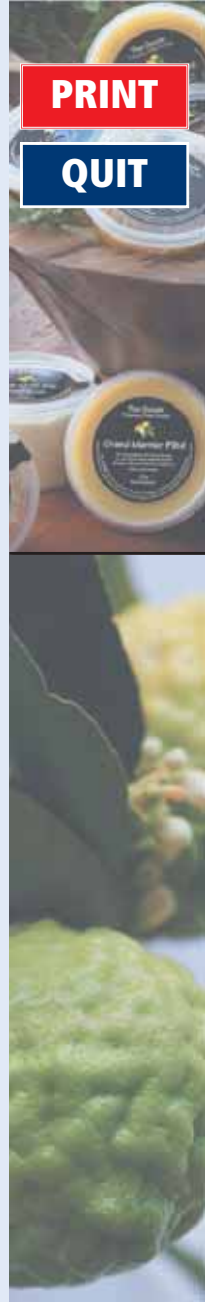
Advertising

Sue Greenwood
ph 8372 5244 fax 8372 5275
email: sue.greenwood@ruralpress.com

Editor-in-chief

Peter Brady
ph 8372 5221
email: peter.brady@ruralpress.com

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Electronically supplied advertising for Rural Press Limited (SA) publications.

The information age has seen a plethora of computer platforms, applications, and file formats, and various combinations there of. There has also been a rise in the expectations of pre-press departments to be able to cater for all available formats. This is not an achievable goal, nor is it required, as many modern applications can output various file formats. PDF is the preferred file format. These are the file formats that are accepted and also the media options available to send this media.

Images & Logos

PhotoShop (Win)

Save as an eps, tiff, or jpeg file. Ensure that images are in CYMK mode and not RGB. Ensure that resolution is at 150dpi for Images, 600dpi for line art and 1200dpi for pre ripped artwork.

Other Applications (Win)

Not recommended or accepted.

Ad Creation

Adobe Acrobe Distiller – PDF(Mac/Win)

Acrobat Distiller can create or “distill” PDF files from most major Desktop publishing applications on all mainstream computing platforms. Please ensure that all colour images are in CYMK format not RGB. Embed all fonts. Ensure that resolution is at 150dpi for Images, 635dpi for line Art. The Acrobat application bundle includes Acrobat Distiller. If you wish for a copy of our Adobe Acrobat job options, please contact the *Stock Journal* pre-press department.

Quark Express

Create PDF using Acrobat Distiller (see above)

Adobe PageMaker or Adobe InDesign (Mac/Win)

See Acrobat specifications details above.

Create PDF using Adobe Acrobat Distiller (see above)

Other applications (Mac/Win)

Not accepted

Text (Mac/Win)

Microsoft Word (Mac/Win) Please save file as type “TEXT”

Any Simple Text Editor (Mac/Win)

Please save file as type “TEXT”

Media Options for Delivery

Physical Media Artwork/Content can be delivered using the following physical storage media:

CD, DVD

Windows formats. Proofs are to be supplied with material. Electronic Transfer Use QuickCut or Websend. Contact QuickCut or Websend for more information or email production.stockjournal@ruralpress.com

Mechanical Details

Stock Journal (Tabloid) publications

Page Format – 380mm x 8 columns

Full Page Printed area – 380mm x 262mm

Column length – 380mm

Column widths:

1 Column – 30mm

2 Column – 63mm

3 Column – 96mm

4 Column – 129mm

5 Column – 162mm

6 Column – 195mm

8 Column – 262mm

Double Page Spread – 380mm x 544mm

Please note: Unacceptable sizes are ads above 300mm but less than 380mm in height and all 7 column ads.

Special Publications (Quarto size)

Full page – image area 240mm deep x 180mm wide.

Full page Trim Size - 265mm deep x 205mm wide.

Gloss Covers Full page Bleed -

285mm deep x 225mm wide (10mm bleed all round).

Half page – horizontal 10mm deep x 180mm wide.

Half page – vertical 240mm deep x 88mm wide.

Third page – horizontal 80mm deep x 180mm wide.

Third page – vertical 240mm deep x 58mm wide.

Quarter page – vertical 20mm deep x 88mm wide.

Quarter page – horizontal 60mm deep x 180mm wide.

Sixth page 80mm deep x 88mm wide





Coldset and Heatset Printing

Four Colour

Coldset Screen Ruling: 100LPI/40LPC

Heatset Screen Ruling: 133LPI/40LPC

Screen Angles: C:75, M:105, Y:90, K:45

Print Sequence: Cyan, Magenta, Yellow, Black

Dot Shape: Round

GCR Separation

Requires the use of Grey Component Replacement separation technique (GCR) for newspaper colour printing. Note: Replacement of more than 70% of grey component may result in a coarse (grainy) reproduction, therefore it is essential the scanner operator assess the original material and use the appropriate percentage of GCR.

Tone Reproduction Guidelines

Four Colour film	C	M	Y	K
A: Catchlights	0	0	0	0
Highlights	0	0	0	0
Non Essential White	0	0	0	0
Essential Whites	3	2	2	0

B: Midtones:

Coldset allow for 30% dot gain. Heatset allow for 20% dot gain.
Keep midtones open for newspaper stock (more than for magazine separations to compensate for dot gain).

C: Shadows:

A maximum total shadow end density not to exceed 230%. To allow ink trapping, limit Cyan, Magenta and Yellow to 90%. Half tone Black limit is 85% Note: These limits are for Half tone reproduction only. Display type and background tints can use solid colours, however, large and heavy areas of colour should allow for ink trapping by limiting CMYK to 90%. Unsharp masking should be increased to levels higher than normal to counter the softening effect experienced on newsprint.

Black and White

Coldset Screen Ruling: 100 Lpi

Heatset Screen Ruling: 133 Lpi

Technical Reproduction Guidelines Monochrome

A: Catchlights 0%

Highlights 5%

B: 0.70 density patch 50%

C: Shadow 85%

Spot Colour

Four Colour Unit

All spot colour must be provided as CMYK

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Circulation

Stock Journal's paid weekly circulation is **13,432¹**, reaching an amazing 89% of farm owners and managers who are decision makers.

South Australia

Statistical Division	Stock Journal Circulation	Establishments Agricultural Activity (>\$5,000p.a. EVAO ²)
Adelaide / Kangaroo Island	1,833	747
Outer Adelaide	1,851	2,514
Yorke & Lower North	3,184	2,074
Murray Lands	1,713	3,458
South East	1,761	2,369
Eyre	1,491	1,594
Northern	391	1,296
Total SA	12,176	14,052

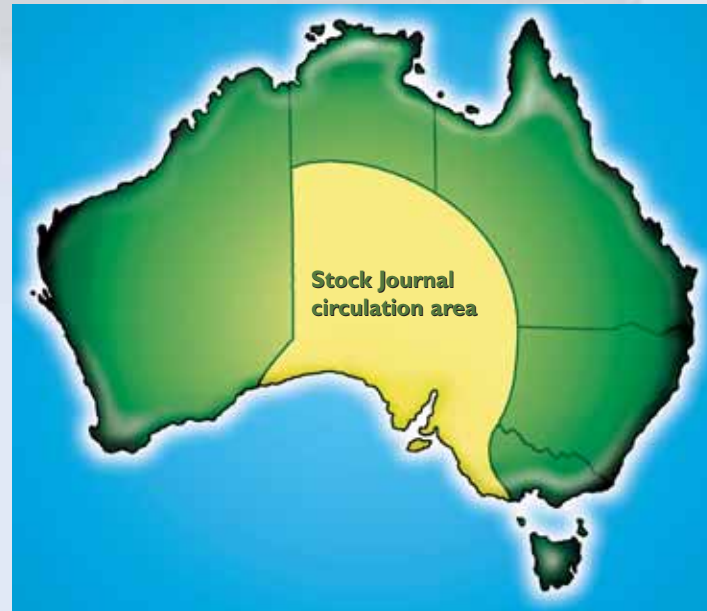
Interstate

New South Wales	335
Victoria	762
Northern Territory	75
Queensland	19
Western Australia	61
Tasmania	2
Overseas	2
Total	1,256

TOTAL CIRCULATION 13,432

¹. ABC audited weekly net paid circulation, 6 months ending December 2011.

². Estimated Value Agricultural Output.



Stock Journal Attributes

	Attribute Score (5=excellent 1=poor)
Agricultural news	4.0
Market data	3.9
General news	3.5
Agri-political news	3.6
Information about products	3.6
Information about stock	3.9
Information about cropping and grains	3.8
Information about property	3.7
Classified advertisements	3.9

QARS 2009 (Quadrant Agricultural Readership Survey)



QARS Survey Results

Readership Frequency	SA
Average issue readership	B.F.O.M.* 89%

Number of last four issues of publication looked at

One	31%	91%
Two	45%	91%
Three	15%	89%
Four	9%	91%

Time spent reading or looking into average issue 57 min

Amount of average issue read or looked into 76%

Number of occasions average issue picked up 3.5 times

Demographics

	Average Issue Readership Reach %	S.A. Farm Owner-Manager ¹ Profile %
Age		
30-39	89	19
40-54	89	45
55-69	88	30
70 years plus	84	4
Gender		
Male	88	79
Female	90	21

Gross Farm Income

Under \$50,000	84	15
\$50,000-\$99,999	86	12
\$100,000-\$149,999	97	12
\$150,000-\$349,000	88	24
\$350,000-\$3999,999	92	23
\$1,000,000 plus	92	8

Stock Journal has a penetration to South Australian farmers unparalleled by any other rural publication in Australia with a weekly readership of over 47,000.

¹. B.F.O.M. = Broadacre Farmer Owner/Manager
All research information quoted in this publication was sourced from the 2009 Quadrant Agricultural Readership Survey (QARS).



RURAL PRESS MARKETING SERVICES

Rural Press Marketing Services

For all your strategic marketing requirements:

- database marketing
- database list rental
- teleservices
- direct marketing campaigns
- survey and research studies
- database management
- strategic marketing plans

Out-Bound Teleservices & Research...

We offer a full range of out-bound teleservices which can incorporate quantitative or research into your desired market, or qualitative research done face to face. We conduct many differing research studies for many of the established rural businesses in Australia and New Zealand. We also act as a call centre for a number of other companies, supplying them with total results. This service also can offer many other options for you.

Strategic Marketing...

We hold a comprehensive database of 128,000 farmers located throughout Australia & NZ for which you can send one-to-one communications in regard to products or research. This data can be strategically aligned to the actual farmers use of the land, location, size of their enterprise, and type of herd or crop, etc. We have the ability to strategically target your desired audience. These campaigns can be controlled and produced by RPMS. This style of one-to-one communication delivered by post can easily be measured for performance. We offer full document solutions and fulfilment.

Contact

Scott Carpenter

Ph (08) 8372 5222

Fax (08) 8373 0451

Mobile 0408 508 081

Email: scott.carpenter@ruralpress.com

General Conditions

Rates given are on the understanding that the space ordered is used within twelve months. All copy subject to the approval of the publisher, who may reject any advertisement without assigning a reason therefore.

The word "advertisement" will be placed above or below copy which, in our opinion, resembles editorial matter. Omission on the part of the proprietors to insert any advertisement shall not constitute a breach of the advertising order by the proprietors, who may at their option insert the advertisement in a subsequent issue. Advertising is accepted by Rural Press subject to the conditions set out on the advertising rate card or advertising order form of Rural Press and the rules for the governance of advertising laid down from time to time by the Australian Newspapers Council.

Warranty & Indemnity

"Advertisers and/or advertising agencies upon and by lodging material with the publisher for publication or authorising or approving of the publication of any material INDEMNIFY the Publisher, its servants and agents against all liability claims or proceedings whatsoever arising from the publication titles, unfair competition or trade practices, royalties or violation of rights of privacy AND WARRANT that the material complies with all relevant laws and regulations and that its publication will not give rise to any rights against or liabilities in the Publisher, its servants or agents."

All advertising matter submitted for publication will be accepted only on the understanding that the material is not in contravention of any provision of part V of the Trade Practices Act and that the company may rely upon that understanding.



NORTH QUEENSLAND
REGISTER

The North Queensland Register is the oldest rural weekly newspaper in Australia having been founded in 1891. Based in Townsville, the North Queensland Register circulates in the northern and central areas of Queensland, the Northern Territory and the Kimberleys. It has a proven history as the newspaper covering the more remote areas, and in recent years has gained great credibility as a source of commodity news and market information.

The Register is probably best known, however, for its mix of stories on the people who live in the North. It is a general reading newspaper servicing the people on the stations and farms, and the families in the country towns in this growth area.

THE LAND

Widely acknowledged as Australia's leading rural weekly newspaper, 'The Bible of the Bush' and one of the world's great farming publications, The Land has achieved a pre-eminent position with NSW farmers since its launch in 1911.

The Land has pioneered many editorial and advertising innovations now regarded as essential for successful rural publishing. Its blend of practical on-farm material, market reporting, industry analysis, quality features and hard hitting comments have made The Land the accepted standard of excellence for all other publications.

Many small and large advertisers who have based their advertising campaigns around The Land have discovered the remarkable pulling power of this truly outstanding publication.

**QUEENSLAND
Country Life**

Firmly entrenched as Queensland's major rural publication for more than 50 years. Queensland Country Life provides superior reach into Queensland's diverse agricultural community. Renowned for its high penetration of the livestock sector, the paper's reputation amongst Queensland's sheep and cattle producers is unsurpassed.

It leads all other major publications in terms of commodity news, management information, livestock and properties for sale. In recent years Queensland Country Life has greatly expanded its coverage of winter and summer grain production, which today rank equal with livestock in editorial priority. Sugar and horticulture complement the broad-ranging coverage of Queensland.

*Farm***WEEKLY**

Farm Weekly is Western Australia's most important source of information for the farming community.

A total reading package produced in two easy to read sections, Farm Weekly features a quality quarter-fold magazine providing local news, wool market information, a large livestock and property section plus machinery information, the largest rural classified section in the state, and a tabloid newspaper containing cropping, grain market information, farm stories, better farming practice, new and innovative machinery, general farming product information, agri-political comments and in-depth news analysis, both local and national. Readership is attracted from all areas of the farming community with strong penetration to all areas of the rural sector.

PRINT

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Australian Farm Journal

THE NATION'S FARM BUSINESS MAGAZINE

The Australian Farm Journal magazine (A4 size) is published monthly and has a national distribution with more than 70% subscriptions. The content of Australian Farm Journal analyses the local and international issues affecting farm prospects, with cutting edge articles on farm marketing, finance and business. Its staff includes some of the nation's most respected agricultural commentators. Australian Farm Journal has a strong emphasis on landcare and includes a lifestyle section and a monthly section on computers and their farming applications.

STOCK & LAND

Stock & Land is widely recognised as Victoria's premier rural weekly publication, serving the rural community since 1914. Each week it delivers a targeted audience of Australia's top rural properties. Stock & Land provides outstanding penetration to influential livestock producers and graingrowers, running broadacre farm businesses. The newspaper has a clearly defined target market with its specialist nature, to key primary producers and processors.

PRINT

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