

BIG COVERAGE INTO EVERY FARM

CIRCULATION

	Rural Delivery	Distributed through	Distribution day	Booking & material
North Canterbury	7,450	Northern Outlook	Sat - Fortnightly	} 12 noon Monday prior
Selwyn District	6,510	Central Canterbury News	Wed - Fortnightly	
Mid Canterbury	4,817	Mid Canterbury Herald	Wed - Weekly	} 11 am Thurs prior
South Canterbury	5,897	High Country Herald	Wed - Weekly	
Waitaki District	3,286	Waitaki Herald	Wed - weekly	} 12 noon Tues prior Copy 5pm Wed prior
Otago Southland region	21,567	Otago Southland Farmer	Friday - Fortnightly	
TOTAL COVERAGE	49,527			

Image area

Depth: 37cm
Column/widths

NEWS mm

1 column	34
2 column	72
3 column	110
4 column	148
5 column	186
6 column	224
7 column	262

- ➔ ONE BOOKING
- ➔ ONE SET OF MATERIAL
- ➔ ONE BILL

When making a booking price and schedule your advertising campaign per paper.

You will receive an account from Fairfax Media denoting all the publications you have placed across the Southern Combine Package.

**SOUTHERN
COMBINE
ADVERTISING BUY**

Flexible

ADVERTISING BOOKING:

“Southern Combine Advertising Buy” can be booked and billed locally through your advertising contact at any one of these Fairfax Media offices in these regions:

Central South Island
Farmer

South Canterbury: (Timaru) The Timaru Herald

Phone: (03) 684 0703
Fax: (03) 688 1042
Email: rachel.wilson@timaruherald.co.nz

Mid Canterbury: (Ashburton) The Mid Canterbury Herald

Phone: (03) 308 0236
Fax: (03) 308 0237
Email: lydia.vonronge@mcherald.co.nz

Waitaki District: (Oamaru) Waitaki Herald

Phone: (03) 434 8435
Fax: (03) 434 5240
Email: sue.stott@waitakiherald.co.nz

North Canterbury and Selwyn district:

Northern Outlook
Phone: (03) 311 8711
Fax: (03) 313 5487
Email: paul.williamson@press.co.nz

OTAGO SOUTHLAND
FARMER

Otago

Keri McLachlan
DDI: 03 4897123
Cell: 027 227 6101
Email: keri.mclachlan@stl.co.nz

Southland

Juliet Selbie
DDI: 03 2111 030 ex 8782
Cell: 027 211 2384
Email: juliet.selbie@stl.co.nz



**REACH out to
49,527 FARMERS**
from Spotswood to Bluff



**SOUTHERN
COMBINE
ADVERTISING BUY**

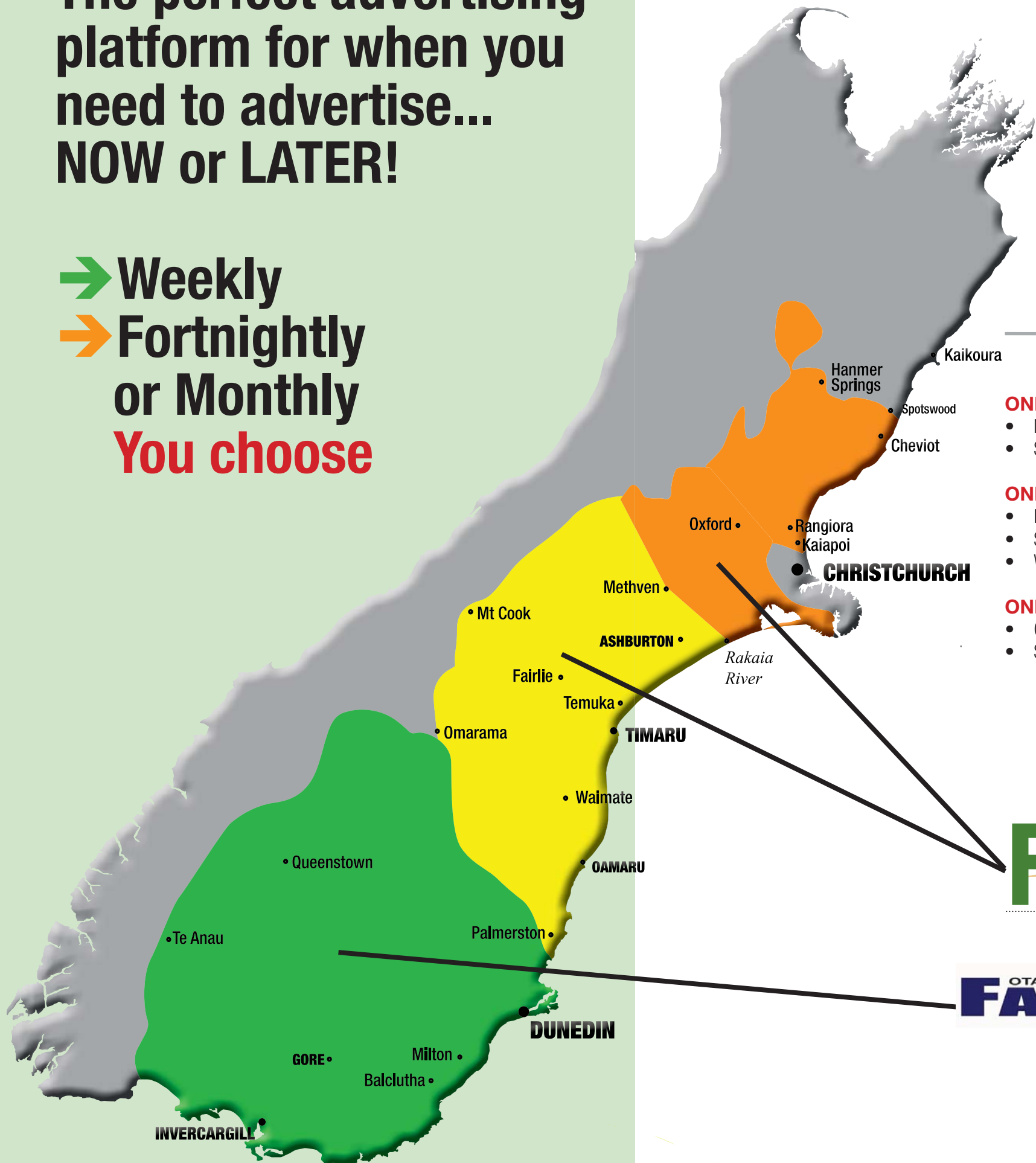
Flexible

Central South Island
Farmer

OTAGO SOUTHLAND
FARMER

The perfect advertising platform for when you need to advertise... NOW or LATER!

- Weekly
- Fortnightly or Monthly
- You choose**



“Southern Combine” offers advertisers all the flexibility needed to deliver timely information to the farming community from Spotswood in North Canterbury to Bluff.

You can mix and match these publications to capture seasonal changes, regional weather situations or competitor activity without having to wait a month to get your advertising working for you.

You can advertise weekly, fortnightly or monthly across four regions separately or all within the same week and at discounted prices.

Delivered into every rural mail box in each region from Spotswood to Bluff through Fairfax Media’s regional community newspapers in North Canterbury, Selwyn district, Mid and South Canterbury, Waitaki district, and Otago and Southland.

No other combination of farming publications can give you this amount of flexibility.

ADVERTISING BUY COMBINATIONS

ONE REGION BUY

- North Canterbury
- Selwyn District

ONE REGION BUY

- Mid Canterbury
- South Canterbury
- Waitaki District

ONE REGION BUY

- Otago
- Southland

TWO REGION BUY

- North Canterbury
- Selwyn District
- Mid Canterbury
- South Canterbury
- Waitaki District

TWO REGION BUY

- North Canterbury
- Selwyn District
- Otago
- Southland

TWO REGION BUY

- Mid Canterbury
- South Canterbury
- Waitaki District
- Otago
- Southland

THREE REGION BUY

- North Canterbury
- Selwyn District
- Mid Canterbury
- South Canterbury
- Waitaki District
- Otago
- Southland



Regions	ONE Region buy Casual Rate	Two Region buy Discount - 20%	Three Region buy Discount - 30%
North Canterbury Selwyn District	\$8.84	\$7.07	\$6.19
Mid Canterbury South Canterbury Waitaki District	\$8.84	\$7.07	\$6.19
Otago and Southland	\$9.95	\$7.96	\$6.97

ALL PRICES EXCLUSIVE OF GST
Retail (non commission bearing)
All rates include colour

Packaged buys must be taken within 10 days of the first insertion which ever publication is scheduled first.