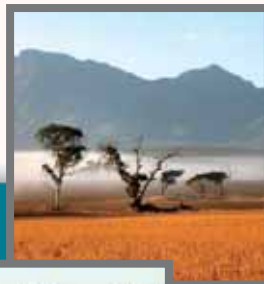




Farm Weekly is almost 62% subscriber based and predominantly mailed direct to the farmgate ensuring a guaranteed weekly audience.

WA's Biggest Selling
Rural Newspaper



Farm WEEKLY
Media KIT 2016



A message from the publisher



Farm Weekly media kit intro 2015-16

Farm Weekly, established in 1922, is WA's most comprehensive and biggest selling rural newspaper. Almost 62% of its print circulation is pre-purchased via subscription ensuring a guaranteed weekly audience for advertisers and it is also available in newsagencies and on-line.

Farm Weekly is regarded as a must have source of information for the WA farming community including rural and regional service providers. Much of its content is unique including market reports and it has one of the biggest agricultural classifieds sections in the nation.

The weekly package contains a quality gloss covered quarto-fold providing local news, wool market information, large livestock and property sections and machinery information. This is coupled with a vibrant tabloid newspaper providing cropping and grain market information, weather updates, on-farm stories, better farming practice insights, agri-political news and specialist features.

The printed version of Farm Weekly is complemented by its on-line presence. Up to the minute stories, weather, classifieds and jobs are just some of the sections brimming with information via our www.farmweekly.com.au website and for a nominal fee subscribers to the newspaper can receive a daily email service five days a week.

You can also have your say or talk to us via Twitter and Facebook.

With a reputation for integrity and quality built on more than 90 years of publishing, Farm Weekly management and staff remain committed to providing a comprehensive news and information service through a modern and diverse mix of media platforms.

As it always has, Farm Weekly will continue to connect with its audience in the most meaningful way and ensure much of what it provides is exclusive and unattainable through any other media service.

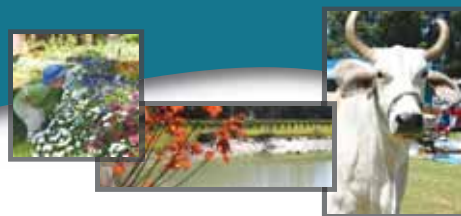
TREVOR EMERY

PUBLISHER/GENERAL MANAGER

TERMS AND CONDITIONS OF ADVERTISING – 1: Farm Weekly (ABN 94 009 399 044), a subsidiary of Fairfax Media Limited, reserves the right, at its absolute discretion, to decline or reject any advertisement for any reason whatsoever, including, but not limited to, that the advertising is unlawful, defamatory, offensive, or otherwise unsuitable. 2: Where the advertiser, its advertising agent or representative (in these terms and conditions jointly referred to as the 'Advertiser') lodges an advertisement for a job (a 'Job Advertisement') in a Farm Weekly publication that has a prime circulation area that covers the location of the job, and it is accepted by Farm Weekly, Farm Weekly may at its absolute discretion publish the Job Advertisement in the JobsGuide and in any other Farm Weekly publication it so chooses. 3: Where Farm Weekly accepts an advertisement for publication from the Advertiser, Farm Weekly may, at its absolute discretion, publish the advertisement on any or all of the Farm Weekly websites. 4: Where Farm Weekly accepts an advertisement for publication from the Advertiser, it may, at its absolute discretion, place or position the advertisement anywhere it so chooses unless the Advertiser has paid for and Farm Weekly has accepted payment and agreed to the placement of the advertisement at a particular place or position. 5: These terms and conditions do not exclude or limit the application of any provision of any statute (including the Trade Practices Act 1974) where to do so would: (a) contravene that statute; or (b) cause any part of these terms and conditions to be void. The liability of Farm Weekly, and the Advertiser's sole remedy for breach of statute, will be limited to re-supplying, or paying for the re-supply, of the advertisement at the discretion of Farm Weekly. 6: Except to the extent that clause 5 applies, Farm Weekly will not be liable for any: (a) statutory liability; (b) tortious liability (including, but not limited to, liability for negligence); (c) conditions and warranties implied by custom, the general law or statute; and (d) liability for any direct, indirect, economic or consequential losses (including, without limitation, loss of anticipated savings, loss of profits, or any other business costs), expenses, damages and costs incurred by the Advertiser, arising out of or in connection with the publication of the advertisement or any failure to supply or delay in supplying the advertisement. 7: The advertiser must indemnify Farm Weekly against all losses, expenses, damages and costs (on a solicitor and own client basis) incurred by or awarded against Farm Weekly arising out of or in connection with any breach of these terms and conditions which is wholly or partly attributable to or arising out of the acceptance and publication of any advertisement. 8: The advertiser warrants to Farm Weekly that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of the State or Commonwealth, and is otherwise lawful. 9: Without limiting Farm Weekly rights under clause 1 of these terms and conditions, advertisements must comply with Farm Weekly standards of presentation, style and classification in respect of advertisement placed with Farm Weekly. 10: Where complete material is supplied electronically it must be provided in PDF format with fonts embedded. For all other supplied material Farm Weekly reserves the right to amend fonts to those licensed to Farm Weekly. 11: Where any advertisement has the appearance of editorial matter, the advertiser must include a border of a minimum of two point thickness and the word 'Advertisement' must be displayed on the advertisement in at least size eight-point font. 12: All run of press, classified display and classified semi-display advertising sold by Farm Weekly will be sold in whole centimetre and column units. All classified line advertising sold by Farm Weekly will be sold by the total number of lines used and Farm Weekly may, at its absolute discretion, require the advertiser to place a minimum number of lines in any advertisement before it is accepted. 13: All quoted rates for advertisements and other related services by Farm Weekly are quoted inclusive of the Goods and Services Tax (GST). Copyright – Reproduction in whole or part is not permitted without written permission of the Publisher. Where no charge is made for the preparation of advertising material, the Farm Weekly will remain owner of copyright in the advertising and material. Such advertising may be reproduced only with the consent of the Farm Weekly and upon payment of such fee as the Farm Weekly may require. Original works are subject to copyright and shall not be reproduced without authority. **TERMS OF TRADING: STRICTLY 21 DAYS NET PAYMENT.**

ON-LINE	12-13
TABLOID	
Tabloid	3-4
Tabloid features	9
QUARTO-FOLD	
Quarto-fold	5
Classifieds	6
Property	7
Onserts	7
Livestock	8
Livestock features	10
Electronic file transfer	14
Ripe Magazine	11



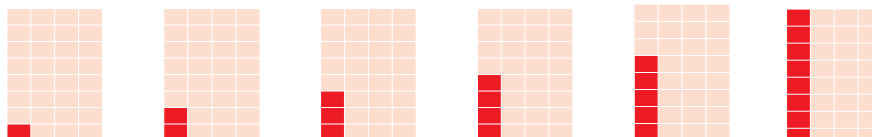


Farm WEEKLY

TABLOID SECTION 2

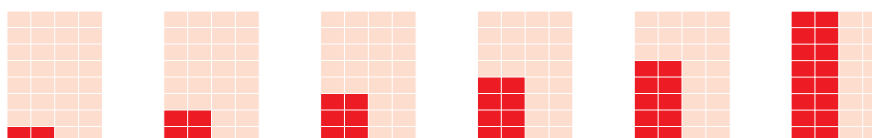
WA's Biggest Selling Rural Newspaper

1 Module Wide



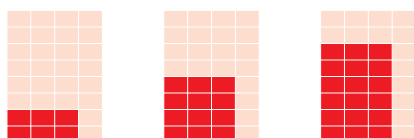
Code	T11	T21	T31	T41	T51	T81
Specs (mm)	45 x 63	92 x 63	139 x 63	186 x 63	233 x 63	374 x 63
Price (excl. GST)	\$137	\$274	\$410	\$547	\$684	\$1094

2 Modules Wide



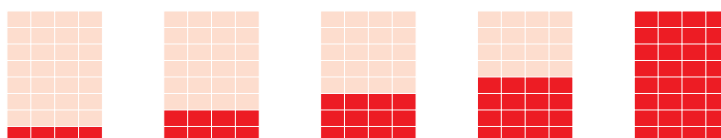
Code	T12	T22	T32	T42	T52	T82
Specs (mm)	45 x 129	92 x 129	139 x 129	186 x 129	233 x 129	374 x 129
Price (excl. GST)	\$274	\$547	\$821	\$1094	\$1368	\$2188

3 Modules Wide



Code	T23	T43	T63
Specs (mm)	92 x 194	186 x 194	280 x 194
Price (excl. GST)	\$821	\$1641	\$2462

4 Modules Wide



Code	T14	T24	T34	T44	T84
Specs (mm)	45 x 260	92 x 260	139 x 260	186 x 260	374 x 260
Price (excl. GST)	\$547	\$1094	\$1641	\$2188	\$4376

Further Information

- All display ads are full colour.
- Early booking discounts can apply
- Yearly spend discounts can apply
- Multiple publication discounts can apply
- GST of 10% added to the final price
- Rates effective to 30 June 2016
- Secure/fix inventory ensures inventory is reserved at purchase*

*however, loading may apply.





Farm WEEKLY

TABLOID SECTION 2

WA's Biggest Selling Rural Newspaper

ANNUAL SPEND DISCOUNT	
\$11,000	3%
\$22,000	6%
\$33,000	9%
\$44,000	12%
\$55,000	15%

MULTIPLE PUBLICATION DISCOUNTS	
2 OR MORE	3%
4 OR MORE	5%
6 OR MORE	7%

FORWARD SELLING DISCOUNT	
5 OR MORE BOOKINGS	5%
10 OR MORE BOOKINGS	10%
13 OR MORE BOOKINGS	15%

SPECIAL POSITION LOADING	
PAGE 1 – T24	\$1280
PAGE 2	20%
PAGE 3	30%
PAGE 5	20%
PAGE 7	15%
BACK PAGE	35%
ALL OTHER	10%

Rules

- Annual spend and forward selling discounts can't be combined
- Any unique ad positions need to be authorised by a business manager
- Any unsold premium positions are laid out at our discretion

Deadlines

Latest acceptable times are as follows:

- **Bookings close** – 5pm Wednesday week prior to publication
- **Copy for setting** – 5pm Wednesday week prior to publication
- **Complete material and camera ready artwork** – 5pm Thursday week prior to publication
- If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used





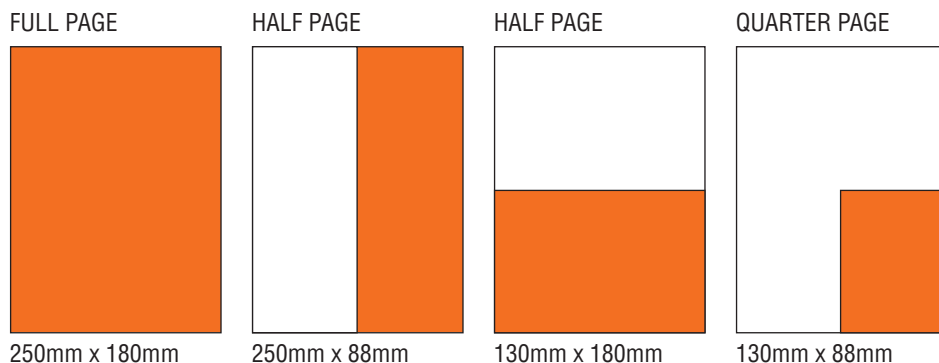
Section **ONE** QUARTO-FOLD



CASUAL ADVERTISING RATE	EX GST	+10% GST	TOTAL
Per column centimetre – 4 columns (includes 4-clour)	\$15.30	\$1.53	\$16.83

CONTRACT RATES	EX GST	+ 10% GST	TOTAL
1200 - 2400cm	\$15.20	\$1.52	\$16.72
2401 - 3600cm	\$15.00	\$1.50	\$16.50
3601 - 4800cm	\$14.80	\$1.48	\$16.28
4801 - 6000cm	\$14.60	\$1.46	\$16.06
6001 + cm	\$14.40	\$1.44	\$15.84

ADVERTISING SIZES (Image Area)



4 COLOUR GLOSS	EX GST	+ 10% GST	TOTAL
Front Cover - Image Area 220 x 180mm	\$2840	\$284	\$3124
Colour Gloss Page - Image Area 250 x 180mm	\$2020	\$202	\$2222

DISPLAY MECHANICAL DETAILS

Printed Web Offset on 52gsm	
Image area	250mm x 4 col (180mm)
Column depth	250mm
Page width 4 columns	180mm
Full page (Trim size 273mm x 205mm, bleed extra 5mm)	250mm x 4 col (180mm)
One column	42mm
Two columns	88mm
Three columns	135mm
Four columns	180mm
Double page spread (including gutter)	250mm x 378mm
No charge is made for gutters on double page spread	

BOOKING & COPY DEADLINES

- Latest acceptable times are as follows:
- General display bookings close– 12 noon Friday, week prior to publication.
 - Copy for setting – 12 noon Friday, week prior to publication.
 - Complete material and camera ready artwork: 12 noon Monday prior to publication.

MATERIAL – MONO AND SPOT COLOUR

All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
Screen requirements 200 dpi.
Farm Weekly is printed Offset and blocks or mats are not acceptable.

MATERIAL – COVER AND FULL COLOUR PAGES

Covers (on gloss paper): 300 dpi.
Text pages (on 52gsm): 200 dpi.
If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used.

CONTRACT RATES

Contract rates do not apply to front covers, gloss pages, special placements and special publications.



Section ONE

CLASSIFIEDS :: QUARTO-FOLD



CLASSIFIED DISPLAY

	EX GST	+10% GST	TOTAL
Per column centimetre – 5 columns	\$12.80	\$1.28	\$14.08
Full Page	\$1600	\$160	\$1760
Half Page	\$832	\$83.20	\$915.20

Please note:

DISPLAY & LINEAGE CLASSIFIEDS APPEAR IN THE **QUARTO-FOLD** SECTION OF FARM WEEKLY

COLOUR CHARGE

	EX GST	+ 10% GST	TOTAL
Spot colour	\$100	\$10	\$110
Four colour	\$400	\$40	\$440

GENERAL CLASSIFIED LINEAGE RATE (includes Farmonline)

	EX GST	+ 10% GST	TOTAL
Up to 20 words	\$26.05	\$2.61	\$28.65
21 to 30 words	\$32.22	\$3.22	\$35.44
31 to 40 words	\$35.75	\$3.58	\$39.32
41 to 50 words	\$37.73	\$3.77	\$41.50
51 words plus	extra 40 cents per word (inc GST)		

EMPLOYMENT DISPLAY (includes adzuna.com.au)

	EX GST	+ 10% GST	TOTAL
Per column centimetre – 5 columns	\$15.20	\$1.52	\$16.72

EMPLOYMENT LINEAGE (includes adzuna.com.au)

	EX GST	+ 10% GST	TOTAL
Up to 20 words	\$37.71	\$3.77	\$41.48
21 to 30 words	\$43.87	\$4.39	\$48.25
31 to 40 words	\$47.53	\$4.75	\$52.28
41 to 50 words	\$49.42	\$4.94	\$54.36

extra 70 cents per word (inc GST) Employment (Adzuna) rates include \$11 inc GST for digital listing

Spot yellow (per advert, lineage only)	extra \$22	\$2.20	\$24.20
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CLASSIFIED MECHANICAL DETAILS

Image Area	250mm x 5 columns
Column depth	250mm
Page width 5 columns	180mm
Full page	250mm x 5 columns
One column	31mm
Two columns	69mm
Three columns	106mm
Four columns	143mm
Five columns	180mm

MATERIAL

Printed on 52gsm. Screen requirements are 200 dpi.
 All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
 Farm Weekly is printed offset and blocks or mats are not acceptable.
If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used.

BOOKING & COPY DEADLINES

Farm Weekly is a weekly magazine available by subscription and in newsagencies on Thursday.
 Subscription hotline – **Toll Free 1800 804 538**
 (*Farm Weekly* is almost 62% subscriber based).
 Booking deadline display and lineage – 12 noon Monday prior to publication.
 Latest acceptable times for copy display and lineage – 2pm Monday prior to publication.

CLASSIFIED ADVERTISING

Freecall 1800 804 538
Freefax 1800 242 348





Section

ONE

PROPERTY :: ONSETS



DISPLAY ADVERTISING

Per column centimetre – 5 columns
(includes 4 colour)

Full Page

Half Page

EX GST

\$13.80

\$1725

\$895

+10% GST

\$1.38

\$172.50

\$89.70

TOTAL

\$15.18

\$1897.50

\$986.70

Contract rates on application

PROPERTY MECHANICAL DETAILS

Image Area	250mm x 5 columns
Column depth	250mm
Page width 5 columns	180mm
Full page	250mm x 5 columns (180mm)
One column	31mm
Two columns	69mm
Three columns	106mm
Four columns	143mm
Five columns	180mm

MATERIAL

Printed on 52gsm. Screen requirements are 85 lpi.
All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
Farm Weekly is printed offset and blocks or mats are not acceptable.
If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used.

BOOKING & COPY DEADLINES

Farm Weekly is a weekly magazine available by subscription and in newsagencies on Thursday.
Booking deadlines 12 noon Friday prior to publication.
Copy for setting 12 noon Friday prior to publication.
Camera ready artwork 12 noon Monday prior to publication.

SUBSCRIPTION HOTLINE – TOLL FREE 1800 804 538

Farm Weekly is almost 65% subscriber based.

onserts

ONSETS (Conditions apply)

Onsets are accepted subject to size, weight and space availability. No guarantees for placement date are offered.
Prices quoted are per 1000 or part thereof for A4 sized onsets stitched on long spine and on 80-100gsm stock only.

	EX GST	+10% GST	TOTAL
Rates: Single A4 sheet	\$310 per 1000	\$31 per 1000	\$341 per 1000
A3 folded to 4pp	\$330 per 1000	\$33 per 1000	\$363 per 1000
A3 folded to 8pp	\$350 per 1000	\$35 per 1000	\$385 per 1000
12pp A4	\$400 per 1000	\$40 per 1000	\$440 per 1000
16pp A4	\$420 per 1000	\$42 per 1000	\$462 per 1000
20pp A4	\$460 per 1000	\$46 per 1000	\$506 per 1000
24pp A4	\$480 per 1000	\$48 per 1000	\$528 per 1000
28pp A4	\$510 per 1000	\$51 per 1000	\$561 per 1000
32pp A4	\$540 per 1000	\$54 per 1000	\$594 per 1000

Onsets larger than 32pp or sizes other than A4 – **Price on application and subject to weight availability**

Full run - 14,800 copies

Deadlines: **Onsets must be received seven days prior to issue date.**





Section **ONE** LIVESTOCK



DISPLAY ADVERTISING	EX GST	+10% GST	TOTAL
Stud Stock, Stock Auctions Clearing Sales and General Auctions per column centimetre – 4 columns (includes 4 colour)	\$15.80	\$1.58	\$17.38

DISPLAY MECHANICAL DETAILS

Printed Web Offset	
Image area	250mm x 4 col (180mm)
Column depth	250mm
Page width 4 columns	180mm
Full page (Trim size 276mm x 205mm, bleed extra 5mm)	250mm x 4 columns
One column	42mm
Two columns	88mm
Three columns	135mm
Four columns	180mm
Double page spread (including gutter)	250mm x 378mm
No charge is made for gutters on double page spread	

BOOKING & COPY DEADLINES

Latest acceptable times are as follows:
 Stud stock - 12 noon Friday prior to publication.
 Stock Auctions, Clearing sales, General auctions -
 12 noon Monday prior to publication.

MATERIAL

Covers (on gloss paper): 150 screen with a colour proof.
 Text pages (on 52gsm): 85 screen lpi.

MATERIAL

All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
 Farm Weekly is printed Offset and blocks or mats are not acceptable.

SUBSCRIPTION HOTLINE – TOLL FREE 1800 804 538

Farm Weekly is almost 62% subscriber based.





Section **TWO** TABLOID FEATURES PLANNER



These features appear in the tabloid section of the Farm Weekly package

JULY 2015

- Communications & Technology
- Steel, Welding, Workshop Equipment
- Farm Safety, Maintenance
- Focus on Pasture Topping
- Farm Trees, Soil Conservation, Carbon
- Mail Order/Online Shopping
- Energy Savers/Green Living
- **Farm Machinery Annual (special publication)**
- **RIPE (special publication)**

AUGUST

- Farm Succession Planning
- Focus on Haybaling & Silage
- Gearing up for Harvest
- Grain Marketing
- Health & Well-being
- Heading to Dowerin Specials
- Higher Education & Career Opportunities
- **Dowerin Field Days (special publication)**
- **Newdegate Field Days (special publication)**
- **RIPE (special publication)**

SEPTEMBER

- Dowerin/Newdegate Field Days Reviews
- Home & Farm Improvements
- Farm Bikes
- Farm Water & Irrigation
- Fencing, Sheds & Yards
- Feral Pests
- Gearing Up for Harvest
- Looking after the Land
- Liquid & Granulated Fertiliser
- Aircraft Services
- Solar Energy
- **Mingenew Field Days (special publication)**
- **RIPE (special publication)**

OCTOBER

- Boating, Fishing & Camping
- Grain Marketing, Handling, Storage
- Canola – The Golden Grain
- Focus on Firefighting
- Solar, Wind and Portable Power
- Midland & Surrounds
- Money Matters
- Focus on Seniors
- Driving Diesels
- **RIPE (special publication)**

NOVEMBER

- Mowers, Slashers & Chainsaws
- Training & Career Options
- Pumping, Irrigation & Firefighting
- Planning your Purchases for 2016
- Health & Well-being
- Home & Farm Improvements
- Retirement & Leisure
- Focus on Spraying
- Technology in Agriculture
- **RIPE (special publication)**

DECEMBER

- The Year in Review
- Post Harvest Investment
- Christmas Gift Guide
- End of Year Motoring
- **AgDirections 2015 (special publication)**
- **Rural Calendar**
- **RIPE (special publication)**

JANUARY 2016

- Training and Career Options
- Earthmoving & Heavy Duty Machinery
- Products Guide
- Australian Made
- Focus on Summer Spraying
- Precision Farming/Technology
- **RIPE (special publication)**

FEBRUARY

- Focus on No-Till (WANTFA)
- Pasture, Seeding & Fertiliser
- Focus on Health and Well-being
- Property Plus Investment
- Farm Vehicles, Bikes, Accessories
- School Open Days
- Focus on Boyup Brook
- Farm Bikes & Accessories
- Chemical Spraying
- Water & Landcare
- Tractors & Tillage
- **Wagin Woolorama (special publication)**
- **RIPE (special publication)**

MARCH

- 4WD & Performance Vehicles
- Fencing, Sheds & Yards
- Focus on Grains & Canola
- Liquid Fertiliser
- Wagin Woolorama Review
- Building Renovations & Redesign
- Are you Covered? – Insurance
- **RIPE (special publication)**

APRIL

- Tillage, Seeding & Spraying
- Health & Well-being
- Midland – Window to the Wheatbelt
- Balingup Small Farm Field Day
- Environmental Logic, Landcare
- Make Mine Concrete
- Focus on Small Engines & Generators
- **RIPE (special publication)**

MAY

- Farm Vehicles & Mean Machines
- Training, Careers, Boarding Facilities
- Products Guide, Technology
- Farm Finance, Insurance & Investment
- Focus on Tanks & Pumps
- Focus on Avon Valley
- One Special Day
- Tax Time, Stocktake Sales
- **Products & Services Directory (special publication)**
- **RIPE (special publication)**

JUNE

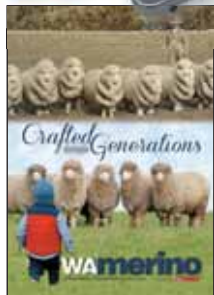
- Farm Safety & Maintenance
- Fencing, Sheds & Yards
- Geraldton & Coral Coast
- Post Emergent Spraying
- Home & Farm Improvements
- Focus on Farm Water
- Mowers, Slashers & Chainsaws
- Farm Equipment News
- Women in Business
- Winter Migration – Heading North
- **RIPE (special publication)**





Section ONE LIVESTOCK FEATURES PLANNER

These features appear in the quarto-fold section of the Farm Weekly package



Published August 6, 2015



Published November 26, 2015



Published Sept 3, 2015



Published January 21, 2016

JULY 2015

- Pig Industry
- Broome Bull Sale
- Stud Stock Fixtures

AUGUST

- WA Merino Week (special publication)

SEPTEMBER

- Prime Lamb and Meat Sheep (special publication)

OCTOBER

- Perth Royal Show review
- Focus on Lot Feeding

NOVEMBER

- Beef Annual (special publication)
- Albany Region Alpacas

DECEMBER

- Rural Calendar (special publication)
- Great Southern Bull Sale

JANUARY 2016

- Focus on Murray Grey
- Focus on Angus
- WA Charolais Bull Sale
- Focus on Red Angus
- Beef It Up (special publication)

FEBRUARY

- Gingin Multi-breed Bull Sale
- Annual Invitation Bull Sale
- WA Supreme Bull Sale
- Focus on Dry Feeding

MARCH

- WALSA Invitational Narngulu Bull Sale
- Better Beef
- Williams Gateway Expo
- Wagin Woolorama (special publication)

APRIL

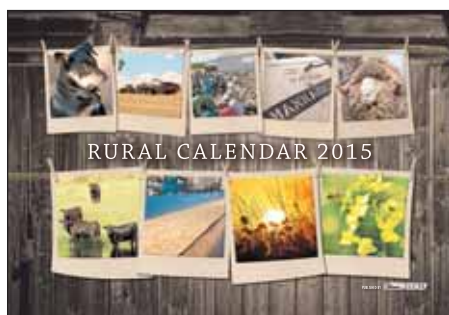
- Focus on Live Export
- Autumn Alpaca Show

MAY

- Sheep and Wool Industry
- Products & Services Directory (special publication)

JUNE

- Dairy Industry



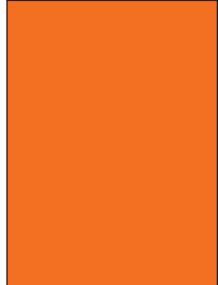
Published December 19, 2014





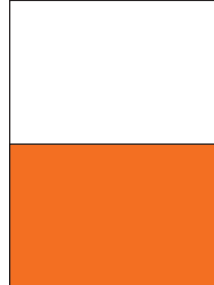
ADVERTISING RATES, SIZES & DEADLINES

FULL PAGE



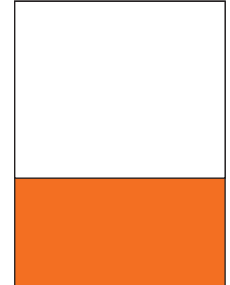
31.5cm x 5 Columns
315mm x 226mm
\$1600 + GST
(\$1760 inc GST)

HALF PAGE



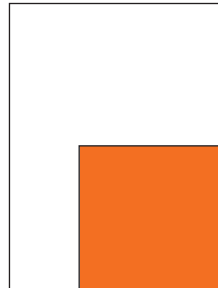
14.5cm x 5 Columns
145mm x 226mm
\$900 + GST
(\$990 inc GST)

THIRD PAGE



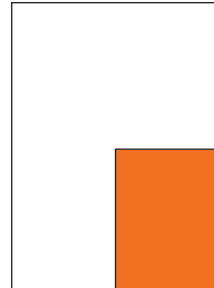
9cm x 5 Columns
90mm x 226mm
\$590 + GST
(\$649 inc GST)

THIRD PAGE



14.5cm x 3 Columns
145mm x 135mm
\$590 + GST
(\$649 inc GST)

QUARTER PAGE



14.5cm x 2 Columns
145mm x 88mm
\$440 + GST
(\$484 inc GST)

PREMIUM SPACE:

Front Page Strip:

90mm x 226mm
\$930 + \$93 GST = \$1023

Back Page:

315mm x 226mm
\$1700 + \$170 GST = \$1870

A specialist, full colour gloss American tabloid sized, lifestyle and small farms magazine, printed monthly.

Don't miss the opportunity to reach a targeted audience through *Farm Weekly*, WA's BIGGEST selling rural newspaper.

Ripe magazine is published on the last Thursday of every month and inserted into the *Farm Weekly* package.

Booking deadline: Tuesday, 9 days prior to publication date.

Copy deadline: Thursday, 7 days prior to publication date.

Electronic files can be sent as high-res PDFs via: Quickcut, Websend or Email.

2015/2016 Publication dates:

Thursday, July 30

Thursday, August 27

Thursday, September 24

Thursday, October 29

Thursday, November 26

Thursday, December 25

Thursday, January 28

Thursday, February 25

Thursday, March 31

Thursday, April 28

Thursday, May 26

Thursday, June 30

Advertising enquiries:

Caroline Court

P: 08 9365 2618

F: 08 9472 4237

E: ripe.farmweekly@ruralpress.com



HOME PAGE

ON-LINE ADVERTISING

LEADERBOARD



1 LEADERBOARD – DISPLAYS ACROSS THE TOP OF ALL WEB PAGES (HOME & ARTICLES)

Size: 728 x 90 pixels (40KB)
 Format: Jpeg, Giff or SWF
 SOV: Minimum 25% SOV
 National – \$7500 + GST (\$8250 inc GST) per month
 FW only – \$1050 + GST (\$1155 inc GST) per month

2 M-REC (position 1) – DISPLAYS ON HOME AND ARTICLES PAGES

Size: 300 x 250 pixels (40kb)
 Format: Jpeg, Giff or SWF
 SOV: Minimum 25% SOV
 National – \$8400 + GST (\$9240 inc GST) per month

3 S-REC – DISPLAYS ON HOME and ARTICLES PAGES

Size: 280 x 227 pixels (40kb)
 Format: Jpeg, Giff or SWF
 SOV: Minimum 25% SOV
 National – \$3090 + GST (\$3399 inc GST) per month
 FW – \$550 + GST (\$605 in GST) per month

4 M-REC (position 2) – DISPLAYS ON HOME and ARTICLES PAGES

Size: 300 x 250 pixels (40KB)
 Format: Jpeg, Giff or SWF
 SOV: Minimum 25%
 National – \$7200 + GST (\$7920 inc GST) per month

5 M-REC (position 3) – DISPLAYS ON HOME and ARTICLES PAGES

Size: 200 x 250 pixels (40KB)
 Format: Jpeg, Giff or SWF
 SOV: Minimum 25%
 National – \$5300 + GST (\$5830 inc GST) per month
 FW – \$880 + GST (\$968 inc GST) per month

OTHER OPPORTUNITIES

NATIONAL GUTTERS

Format: Jpeg, Giff or SWF
 SOV: Minimum 25% SOV
 National – \$5475 + GST (\$6022 inc GST) per month

e-NEWSLETTER – EMAILED TO SUBSCRIBERS 6 and 5 DAYS PER WEEK (FREE AND PAID)

SOV: 100% – Sold as part of an advertisement package.

Available positions:

M-REC – \$190 + GST (\$209 inc GST) per week
BANNER – \$115 + GST (\$126.50 inc GST) per week
BUYOUT – \$495 + GST (\$544.50 inc GST) per week

SOV = Share of Voice

Contact details:

Tony Tedeschi
 Ph: (08) 9361 5000
 E: tony.tedeschi@fairfaxmedia.com.au

ARTICLES PAGE

ON-LINE ADVERTISING



1 LEADERBOARD – DISPLAYS ACROSS THE TOP OF ALL WEB PAGES (HOME & ARTICLES)

Size: 728 x 90 pixels (40KB)
Format: Jpeg, Giff or SWF
SOV: Minimum 25% SOV
National – \$7500 + GST (\$8250 inc GST) per month
FW only – \$1050 + GST (\$1155 inc GST) per month

2 M-REC (position 1) – DISPLAYS ON HOME AND ARTICLES PAGES

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Format: Jpeg, Giff or SWF
SOV: Minimum 25% SOV
National – \$8400 + GST (\$9240 inc GST) per month

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4 M-REC (position 2) – DISPLAYS ON HOME and ARTICLES PAGES

Size: 300 x 250 pixels (40KB)
Format: Jpeg, Giff or SWF
SOV: Minimum 25%
National – \$7200 + GST (\$7920 inc GST) per month

5 M-REC (position 3) – DISPLAYS ON HOME and ARTICLES PAGES

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EFT

ELECTRONIC FILE TRANSFER



Criteria for electronically supplied advertising for Farm Weekly publications.
Farm Weekly uses PC computers.

ESSENTIAL REQUIREMENTS

1. Supply a PDF (with all fonts embedded) of the document built to the dimensions to match the size booked
2. Graphics used in documents can be Photoshop files, Illustrator and EPS or tiffs preferably in CMYK not lab/RGB colour
3. A name and phone number of whom to contact in the event of a problem

SUPPLY BY EMAIL or INTERNET TRANSFER

1. Electronic transfer via Quickcut or Adsend software for Farm Weekly and all special publications listed in this media kit
2. Email is acceptable providing the file size keeps below 15MB. See contact details on this page for email address

NON ACCEPTABLE FILE TYPES

Microsoft Word, Publisher or any documents created on PC office platforms. Graphics can be supplied to us either electronically at minimum 200 dpi CMYK or as original artwork to be scanned and the text will be reset.

OUTPUTTING PROCEDURE

Jobs/pages are paginated using Quark X Press 7.1 on PC computers.

FILM AND BROMIDE

All publications are published electronically.
Film and bromide are no longer acceptable material.

ENQUIRIES

Any enquiries regarding electronic transfer should be directed to the Production Manager on Ph (08) 9361 5000 or production.fw@ruralpress.com

*If supplying PDF material please make sure there are no RGB elements integrated into them.

All graphics/colours used MUST be in CMYK (Cyan, Magenta, Yellow, Black) format. EPS's (CMYK or greyscale): all electronically supplied graphics must have a minimum resolution of 200 dpi. Tiffs (line art) must have a minimum resolution of 600 dpi.

A complete electronic copy of this media kit is available at: www.farmweekly.com



Farm WEEKLY

HEAD OFFICE

PERTH: 9 Kitchener Avenue, Victoria Park, WA 6100
Postal address: PO Box 1268, Victoria Park East, WA 6981
Telephone: 08-9361 5000
Fax: 08-9361 5055 (Administration)
Freecall Advertising: 1800 804 538
Freecall Facsimile: 1800 242 348

Subscription hotline – Toll Free 1800 804 538

ADVERTS – production.fw@ruralpress.com

EDITORIAL – farmweekly@ruralpress.com

