

FARMER

Direct

The farming catalogue delivered to all roadside mail boxes across Australia



Massive Distribution...

Be a part of the A4 FARMER Direct advertising catalogue and advertise your products in all state roadside mail boxes (RMB's) distributed by the Australia Post network.

Fast Growing...

Direct mail is one of the fastest growing means of product marketing in the country today. Your message is delivered direct to the letterbox and causes no inconvenience to your customers daily routine.

The Format...

The FARMER Direct catalogue is A4 (275mm x 210mm) in size, offers a wide range of rural products, is printed on a lightweight coated paper and folded to a convenient DL size for letterbox delivery.

Your choice of coverage...

Advertise your message in either one or more states. FARMER Direct is currently distributed in New South Wales, Queensland, Victoria, Tasmania, South Australia and West Australia. Book into one or as many states as you like.

Big Savings using FARMER Direct...

Direct mail on a state wide basis can be quite costly when you go it alone. By using the FARMER Direct colour catalogue you can advertise your products at a fraction of the cost.

Break new ground for your business...

Reach new customers and generate more sales with the massive distribution the FARMER Direct catalogue can offer your business.

Extra exposure on the world wide web...

During distribution week a complete issue of FARMER Direct is downloadable at the website www.farmerdirect.com.au

2008/09 FARMER Direct Advertising Information

NSW: 160,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$5500.	23rd July 2008	1st September 2008
Half page.....\$2750.	26th October 2008	24th November 2008
Quarter page.....\$1375.	22nd January 2009	2nd March 2009
	24th April 2009	1st June 2009

VIC & TAS: 150,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$4840.	22nd May 2008	7th July 2008
Half page.....\$2420.	27th August 2008	6th October 2008
Quarter page.....\$1210.	19th December 2008	2nd February 2009
	21st February 2009	6th April 2009

QLD: 150,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$3900.	2nd July 2008	4th August 2008
Half page.....\$1950.	1st October 2008	3rd November 2008
Quarter page.....\$ 975.	18th January 2009	16th February 2009
	27th March 2009	4th May 2009

SA & NT: 70,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$2970.	10th September 2008	13th October 2008
Half page.....\$1485.	10th March 2009	13th April 2009
Quarter page.....\$ 742.	12th June 2009	13th July 2009

WA: 35,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$1620.	13th August 2008	15th September 2008
Half page.....\$ 810.	15th October 2008	17th November 2008
Quarter page.....\$ 405.	16th February 2009	16th March 2009
	14th May 2009	15th June 2009

Due to page restrictions earlier deadlines may apply in some issues of FARMER Direct

Advertising Page Dimensions

Full page...(252mmH x 190mmW)
Full Page Bleed...(Trim 275mmH x 210mmW with a 5 mm bleed)
Half page...(120mmH x 190mmW) or (252mmH x 90mmW)
Quarter Page...(120mmH x 90mmW)

Mechanical Information

High resolution PDF files (300DPI). Free advertising make-up service available for non agency clients.

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BIG COVERAGE



RURAL TARGET



TOP RESULTS



COST EFFECTIVE