

Small FARMS

MAGAZINE

Small Farms is the niche publication designed to service and supply information to the smaller farming community whilst providing up to date information to those wishing to become involved in a new farming venture. The main objective of the publication is to make aware and support the wide volume of new and opportune rural industries currently available in Australia. Monthly topics included in the magazine are Rural Issues, Special Feature articles, News Briefs, Niche Industries, Weed Watch, Research & Development, Livestock and Cropping interviews, Coming Events, Lifestyle, Book Reviews, What's New, Product Review, Stock for Sale, Classifieds and more.....

Monthly Distribution: 10,000 copies nationally via newsagents and subscriptions across Australia.

Advertising Rates 2011

GENERAL ADVERTISING...

FULL PAGE.....	\$1435.00 inc GST (252mm high X 190mm wide)
	<small>FULL Page Bleed..... Trim area: 275mm high X 210mm wide with 5mm bleed</small>
HALF PAGE.....	\$ 785.00 inc GST (120mm high X 190mm wide)
THIRD PAGE.....	\$ 495.00 inc GST (80mm high X 190mm wide)
QUARTER PAGE.....	\$ 380.00 inc GST (120mm high X 90mm wide)
EIGHTH PAGE.....	\$ 205.00 inc GST (60mm high X 90mm wide)

STOCK FOR SALE.....\$54.00 per display classified advertisement

CLASSIFIEDS.....55 cents per word including GST - Minimum charge \$8.00

INSERTS AVAILABLE IN SUBSCRIBER COPIES ONLY & QUOTED ON REQUEST



SPECIAL POSITIONS...

PAGE 2.....	\$1720.00 inc GST
INSIDE BACK PAGE	\$1430.00 inc GST
OUTER BACK	\$1720.00 inc GST
DOUBLE PAGE SPREAD	\$2865.00 inc GST

ALL POSITIONS SUBJECT TO AVAILABILITY AT TIME OF BOOKING

All advertising includes full colour reproduction



ISSUE
 JAN/FEB 2011
 MARCH 2011
 APRIL 2011
 MAY 2011
 JUNE 2011
 JULY 2011
 AUGUST 2011
 SEPTEMBER 2011
 OCTOBER 2011
 NOVEMBER 2011
 DECEMBER 2011

BOOK/COPY
 DECEMBER 6
 FEBRUARY 4
 MARCH 4
 APRIL 4
 MAY 6
 JUNE 3
 JULY 1
 AUGUST 1
 SEPTEMBER 2
 OCTOBER 3
 NOVEMBER 4

ON SALE
 DECEMBER 31, 10'
 FEBRUARY 25
 MARCH 30
 APRIL 29
 MAY 27
 JUNE 29
 JULY 29
 AUGUST 31
 SEPTEMBER 30
 OCTOBER 28
 NOVEMBER 30

MECHANICAL INFORMATION...

A free advertising makeup service to non agency clients is available on request. All artwork supplied for reproduction must be of good quality. Any photographs or logos to be used in advertising must be supplied in either a high resolution Jpeg, Tiff or PDF format. Photocopied or faxed copies or photographs that have been included in a Word document cannot be used. Ready made advertising material to be supplied in high resolution PDF files. All colour art to be saved as CMYK in Tiff format. 300 DPI art is required for all advertising submitted. If emailed completed artwork it is advisable to forward a hard copy of the submitted advertisement for checking.



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The small farm market has a lot to offer, they need your products and services too!

NATIONAL ADVERTISING MANAGER - EDDIE GACKA - PH: (02) 4576 5296 OR 0407 405 387
LIVESTOCK & FEATURES ADVERTISING - MOIRA SMITH - PH: (02) 4861 7778