

# FARMER

## Direct

*The new farming catalogue delivered to roadside mail boxes across Australia*



### Massive Distribution...

Be a part of the A4 FARMER Direct advertising catalogue and advertise your products in 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, South Australia, Tasmania, Northern Territory & 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](http://www.farmerdirect.com.au)

## 2012 FARMER Direct Advertising Information

### NSW: 170,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$5775.	20th January 2012	5th March 2012
Half page.....\$2885.	20th April 2012	4th June 2012
Quarter page.....\$1445.	20th July 2012	3rd September 2012
	19th October 2012	19th November 2012

### VIC & TAS: 150,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$5080.	12th December 2011	6th February 2012
Half page.....\$2540.	16th February 2012	2nd April 2012
Quarter page.....\$1270.	21st May 2012	2nd July 2012
	22nd August 2012	1st October 2012

### QLD: 150,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$4095.	16th January 2012	13th February 2012
Half page.....\$2045.	23rd March 2012	7th May 2012
Quarter page.....\$1025.	22nd June 2012	6th August 2012
	28th September 2012	5th November 2012

### SA & NT: 70,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$3120.	9th March 2012	9th April 2012
Half page.....\$1560.	8th June 2012	9th July 2012
Quarter page.....\$ 815.	7th September 2012	8th October 2012

### WA: 35,000 copies plus

Advertising Costs	Booking Deadlines	Distribution Dates
Full page.....\$1700.	10th February 2012	12th March 2012
Half page.....\$ 850.	11th May 2012	11th June 2012
Quarter page.....\$ 425.	13th August 2012	10th September 2012
	12th October 2012	12th November 2012

*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**