

NO METROPOLITAN, SUBURBAN OR INTERSTATE WASTAGE

THE **Farmer**

GROUP OF NEWSPAPERS

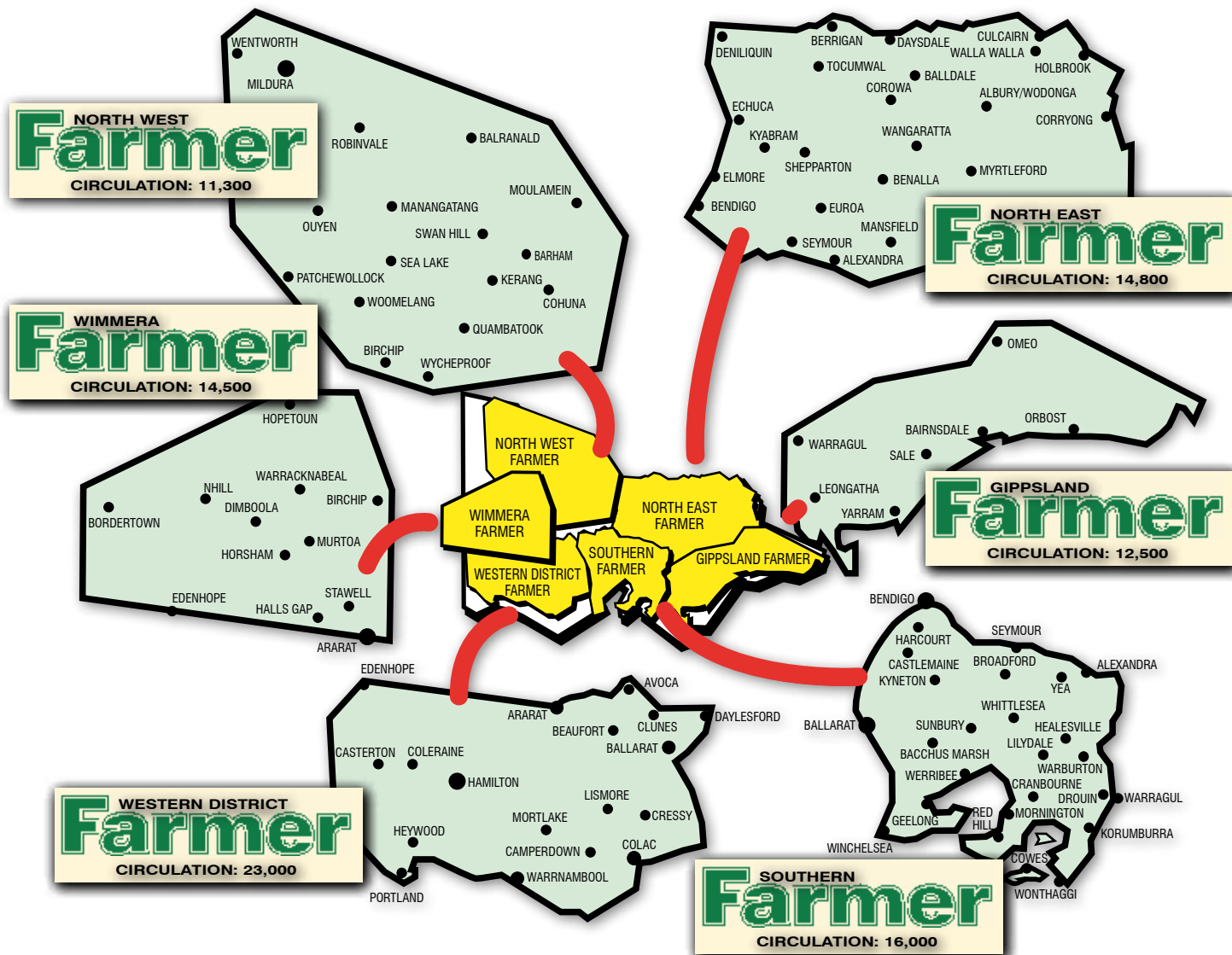
**Dominate Victoria
or target
a region**



**Dominate Rural and Regional Victoria with
92,000 copies Statewide
or simply target the region you want to cover**

INCREASE COST-EFFICIENCY TO SPECIFIC COMMODITY GROUPS

REACH 6 MAJOR REGIONS AND SAVE WITH AN EASY MULTI BUY



**BUY ONE SPECIFIC MARKET,
OR SIX FARMERS TO COVER VICTORIA**

INDIVIDUAL PAPER STATISTICS

Network Paper	Meat Cattle	Dairy Cattle	Sheep Lambs	Hectares Cereal Crops	Hectares Vegetables	Hectares Other Horticulture	Hectares General Agriculture
Southern Farmer	623,300	262,200	3,534,600	46,800	12,600	17,470	1,941,500
Western District Farmer	699,900	421,600	8,896,800	100,600	1,000	600	2,455,000
Wimmera Farmer	70,800	27,000	4,487,300	769,400	100	1,200	2,775,000
North West Farmer	134,700	127,200	2,085,000	976,000	7,700	56,000	3,162,000
North East & Goulburn Murray Farmer	811,300	726,900	3,317,300	202,000	4,200	19,300	2,469,600
Gippsland Farmer	664,100	535,500	1,171,100	6,500	7,000	4,700	1,278,400
Totals	3,004,100	2,100,400	23,492,100	2,101,300	32,600	99,270	14,081,500

FARMER NEWSPAPER GROUP 2009 Deadlines

JANUARY BOOKING MATERIAL DISTRIBUTED

Gippsland	10-Dec	11-Dec	4-Jan
N/East	17-Dec	22-Dec	13-Jan
N/West	9-Jan	16-Jan	19-Jan
Southern	17-Dec	22-Dec	14-Jan
Western	12-Dec	20-Dec	2-Jan
Wimmera	15-Dec	19-Dec	7-Jan

JULY BOOKING MATERIAL DISTRIBUTED

Gippsland	18-Jun	19-Jun	6-Jul
N/East	17-Jun	22-Jun	15-Jul
N/West	26-Jun	3-Jul	6-Jul
Southern	10-Jun	15-Jun	8-Jul
Western	5-Jun	12-Jun	26-Jun
Wimmera	15-Jun	19-Jun	1-Jul

FEBRUARY BOOKING MATERIAL DISTRIBUTED

Gippsland	22-Jan	23-Jan	9-Feb
N/East	19-Jan	22-Jan	13-Feb
N/West	6-Feb	13-Feb	16-Feb
Southern	14-Jan	19-Jan	11-Feb
Western	10-Jan	17-Jan	30-Jan
Wimmera	16-Jan	23-Jan	4-Feb

AUGUST BOOKING MATERIAL DISTRIBUTED

Gippsland	23-Jul	24-Jul	10-Aug
N/East	22-Jul	27-Jul	19-Aug
N/West	24-Jul	31-Jul	3-Aug
Southern	15-Jul	20-Jul	12-Aug
Western	24-Jul	5-Aug	14-Aug
Wimmera	20-Jul	24-Jul	5-Aug

MARCH BOOKING MATERIAL DISTRIBUTED

Gippsland	19-Feb	20-Feb	9-Mar
N/East	18-Feb	23-Feb	18-Mar
N/West	27-Feb	6-Mar	9-Mar
Southern	11-Feb	16-Feb	11-Mar
Western	9-Feb	14-Feb	27-Feb
Wimmera	21-Jan	23-Jan	25-Feb

SEPT BOOKING MATERIAL DISTRIBUTED

Gippsland	20-Aug	21-Aug	7-Sep
N/East	19-Aug	24-Aug	16-Sep
N/West	28-Aug	4-Sep	7-Sep
Southern	12-Aug	17-Aug	9-Sep
Western	21-Aug	26-Aug	4-Sep
Wimmera	17-Aug	21-Aug	2-Sep

APRIL BOOKING MATERIAL DISTRIBUTED

Gippsland	19-Mar	20-Mar	6-Apr
N/East	18-Mar	23-Mar	15-Apr
N/West	27-Mar	3-Apr	6-Apr
Southern	11-Mar	16-Mar	8-Apr
Western	6-Mar	13-Mar	27-Mar
Wimmera	16-Mar	20-Mar	1-Apr

OCTOBER BOOKING MATERIAL DISTRIBUTED

Gippsland	24-Sep	25-Sep	12-Oct
N/East	23-Sep	28-Sep	21-Oct
N/West	25-Sep	2-Oct	5-Oct
Southern	16-Sep	21-Sep	13-Oct
Western	11-Sep	18-Sep	2-Oct
Wimmera	21-Sep	25-Sep	7-Oct

MAY BOOKING MATERIAL DISTRIBUTED

Gippsland	23-Apr	24-Apr	11-May
N/East	22-Apr	27-Apr	20-May
N/West	24-Apr	1-May	4-May
Southern	15-Apr	20-Apr	13-May
Western	10-Apr	17-Apr	1-May
Wimmera	20-Apr	24-Apr	6-May

NOVEMBER BOOKING MATERIAL DISTRIBUTED

Gippsland	22-Oct	23-Oct	9-Nov
N/East	21-Oct	26-Oct	18-Nov
N/West	23-Oct	30-Oct	2-Nov
Southern	14-Oct	19-Oct	11-Nov
Western	9-Oct	16-Oct	30-Oct
Wimmera	19-Oct	23-Oct	4-Nov

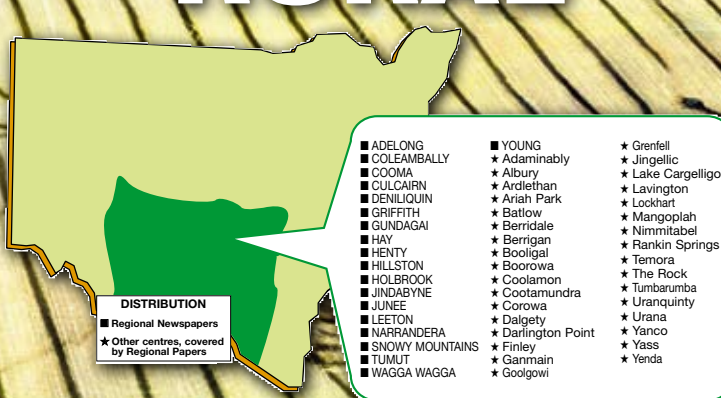
JUNE BOOKING MATERIAL DISTRIBUTED

Gippsland	21-May	22-May	8-Jun
N/East	20-May	25-May	17-Jun
N/West	29-May	5-Jun	8-Jun
Southern	13-May	18-May	10-Jun
Western	8-May	15-May	29-May
Wimmera	18-May	22-May	4-Jun

DECEMBER BOOKING MATERIAL DISTRIBUTED

Gippsland	19-Nov	20-Nov	7-Dec
N/East	18-Nov	23-Nov	16-Dec
N/West	27-Nov	4-Dec	7-Dec
Southern	11-Nov	16-Nov	9-Dec
Western	6-Nov	13-Nov	27-Nov
Wimmera	16-Nov	20-Nov	2-Dec

Include **THE RURAL** to dominate all of South East Australia
CIRCULATION 50,000



The Rural is inserted in to 15 regional newspapers in southern New South Wales covering the rich gentle slopes of the rich Murrumbidgee Valley, across to the fertile irrigation areas of the Murrumbidgee Irrigation Area to the vast outback plains in the south west of the state.

The Rural offers advertisers a vehicle to target a range of potential customers in the richest and most heavily populated agricultural and grazing areas of the state. It also has the unique opportunity of targeting wealthy urban areas at the same time as tapping this important rural sector.

The Rural is distributed weekly commencing on the Thursday.

Booking deadline: Friday prior to publication

Material deadline: Tuesday prior to publication

Features List 2009

During the year, the Farmer Group of newspapers runs a wide range of features relevant to the readership at the specific time of year.

Detailed individual paper feature lists are available on request but the following is a summary of major features of interest to national advertisers.

Editorial submissions are welcome. Feature dates may change due to seasonal conditions.

JANUARY

Gippsland Farmer	Pasture Management	Water Management
North East Farmer	Beef Week Preview	Fire Awareness
North West Farmer	Water saving	
Southern Farmer	Beef Week	Fire Awareness
Western Farmer	Beef Week Preview	Pastures
Wimmera Farmer	New Year Calendar	

JULY

Gippsland Farmer	Education	Pasture management
North East Farmer	Education	Dairy
North West Farmer	Education	Technology
Southern Farmer	Education	Sheep & Wool Show
Western Farmer	Education	Sheepvention
Wimmera Farmer	Education	On Farm Safety

FEBRUARY

Gippsland Farmer	Dairy Week review	Pastures
North East Farmer	Bull Sales	Seymour Expo
North West Farmer	Summer Fruits	
Southern Farmer	Seymour Expo	Bull Sales
Western Farmer	Sungold Field Days, Beef Expo	
Wimmera Farmer	Rainfall Chart	

AUGUST

Gippsland Farmer	Hay & silage	Viticulture
North East Farmer	Hay & silage	Stock control
North West Farmer	Animal Health	
Southern Farmer	Hay & silage	Water Planning
Western Farmer	Sheepvention Review	Pastures
Wimmera Farmer	Mallee Machinery Field Days	Farmers Annual

MARCH

Gippsland Farmer	Bull Sales	Warragul Farmworld
North East Farmer	Horticulture	Fertilisers
North West Farmer	ATVs and Ag Bikes	Cropping 2007
Southern Farmer	Warragul Farmworld	Seeds and Fertilisers
Western Farmer	Bull Sales	Pastures
Wimmera Farmer	Wimmera Field Days	

SEPTEMBER

Gippsland Farmer	Dairy Expo	Pastures
North East Farmer	Henty Field Days	Elmore Spring Sires
North West Farmer	Farm Vehicles	Steel
Southern Farmer	Melbourne Show Preview	Elmore Field Days
Western Farmer	Rural Vehicles	Pastures
Wimmera Farmer	Pest Control	

APRIL

Gippsland Farmer	East Gippsland Field Days	Pastures
North East Farmer	Health & safety	Stock control
North West Farmer	Field Days	
Southern Farmer	Hydroponics & Greenhouses	Dairying
Western Farmer	Productive Dairying	Technology
Wimmera Farmer	Sprays & equipment	Fertilisers

OCTOBER

Gippsland Farmer	Expo Review	Hay & silage
North East Farmer	Hay & silage	Fertilisers
North West Farmer	Pre Harvest	Inland Wine Show
Southern Farmer	Wandin- Silvan Field Days	Small Farming Expo
Western Farmer	Regional Shows	Water Week
Wimmera Farmer	Pre-harvest Preparations	

MAY

Gippsland Farmer	Farm Machinery	Animal Health
North East Farmer	RTV's & ATV's	Winter warmth
North West Farmer	Tractors	Winter warmth
Southern Farmer	Winter warmth	Aust. Made and Owned
Western Farmer	Tractors	Power Tools
Wimmera Farmer	Tanks & Sheds	Pastures

NOVEMBER

Gippsland Farmer	Fire awareness	Water management
North East Farmer	Fire awareness	Hay & Silage
North West Farmer	Fire awareness	Water Use
Southern Farmer	Fire awareness	Mowers & Brushcutters
Western Farmer	Fire awareness	Animal Health
Wimmera Farmer	On the move	Farm Vehicles

JUNE

Gippsland Farmer	Animal Health	Merino Studs
North East Farmer	Finance	Chainsaws
North West Farmer	Finance	Winter motoring
Southern Farmer	Machinery	Winter warmth
Western Farmer	Finance	Feeding systems
Wimmera Farmer	Chainsaws	Trailer

DECEMBER

Gippsland Farmer	Education	Dairy Week
North East Farmer	Careers & Education	Fire prevention
North West Farmer	Summer farming	
Southern Farmer	Education	Fire awareness
Western Farmer	Pastures	Fire awareness
Wimmera Farmer	Technology on the Farm	



Advertising Rates

RATES EFFECTIVE 1st JANUARY 2009

Expenditure is based on expenditure across the Farmer Group rather than in individual titles

Paper	Casual	\$2500	\$5000	\$10000	\$15000	\$25000	\$50000
Gippsland Farmer	6.45	6.13	5.97	5.81	5.16	4.84	4.52
North East Farmer	5.89	5.60	5.45	5.30	4.71	4.42	4.12
North West Farmer	5.38	5.11	4.98	4.84	4.30	4.04	3.77
Southern Farmer	6.25	5.94	5.78	5.63	5.00	4.69	4.38
Western Districts	7.58	7.20	7.01	6.82	6.06	5.69	5.31
Wimmera Farmer	5.84	5.55	5.40	5.26	4.67	4.38	4.09

Please note: rates are GST exclusive

Spot colour: One paper buy \$100. Two-Four paper buy \$80. Five papers plus buy \$60
Four colour: One paper buy \$250. Two-Four paper buy \$200. Five papers plus buy \$150

Material Specifications

Page size: 38 cms X 7 columns
Column widths (in mm)

	1col	2col	3col	4col	5col	6col	7col
Gippsland Farmer	34	72	110	148	186	224	262
North East Farmer	34	72	110	148	186	224	260
North West Farmer	35	73	110	148	185	223	260
Southern Farmer	34	72	110	148	186	224	260
Western Districts	36	74	112	150	188	226	265
Wimmera Farmer	34	72	110	148	186	224	262
The Rural	34	72	110	148	186	224	262

MATERIAL REQUIREMENTS

PDF is the preferred format. Press optimised at 200dpi.
Type 1 fonts only (All fonts embedded)
All advertisement colours (spot or full process) must be CMYK with process separation

MATERIAL DELIVERY

A high res PDF can be sent to the email address listed in the contact details below to be distributed to the relevant newspapers or material can be sent directly to the papers via quickcut or websend.

Quickcut Addresses:

Gippsland Farmer	"Gippsland Farmer"
North East Farmer	"North East Newspapers"
North West Farmer	"Swan Hill Guardian"
Southern Farmer	"Southern Farmer"
Western Districts	"Hamilton Spectator"
Wimmera Farmer	"Wimmera Farmer"
The Rural	"The Daily Advertiser"

Advertising Contact

All agency and national client inquiries should be directed to:

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