

Deer Industry News

Official magazine of Deer Industry New Zealand and the New Zealand Deer Farmers' Association

ADVERTISING RATES

Rates quoted are exclusive of GST

EFFECTIVE 1 JANUARY 2024

DOUBLE PAGE SPREAD	
\$3,160 (centre spread)	\$2,990 (run of magazine*)

FULL PAGE	
Outside back cover	\$1,950
Inside front cover	\$1,950
Inside back cover	\$1,850
Early right-hand page**	\$1,850
Run of magazine*	\$1,725

HALF PAGE	
Early right-hand page**	\$1035
Run of magazine*	\$920
QUARTER PAGE	
Run of magazine*	\$520
EIGHTH PAGE	
Run of magazine*	\$345

* Run of magazine: Placement at editor's discretion.

** Early right-hand page: First available right-hand page, prior to centrefold.

Advertising space is **NOT** available on the front cover or editorial page.

LOOSE INSERTS	
All NZ	\$1035
One Island or region	\$805

BONUS SPACE!

Book a full page ad and get a FREE half page of editorial space[†] to accompany it! [†]Advertiser supplies copy, subject to editorial discretion; max 400 words, or 200 words + 1 photo

2024 OFFER

Buy a quarter page or larger print ad, and get a FREE placement on the DIN Facebook page for that ad.

ADVERTISEMENT SIZE OPTIONS

All measurements in mm

Full page	
Full bleed: 210 x 297 + 3mm bleed	Margins: 190 wide x 277 deep
Half page	
Horizontal	Vertical
Margins: 180 wide x 128 deep	Margins: 87 wide x 247 deep
Full bleed: 210 wide x 148 deep + 3mm bleed	Full bleed: 99 wide x 297 deep + 3mm bleed
Quarter page	Eighth page
Horizontal: 180 wide x 60 deep	Square: 87 wide x 60 deep
Vertical: 87 wide x 122 deep	Banner format: 180 wide x 35 deep

See overleaf for specifications, publishing schedules, deadlines and other requirements.

Advertising booking enquiries

Contact Cameron Frecklington

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