Farm Weekly is almost 62% subscriber based and predominantly mailed direct to the farmgate ensuring a guaranteed weekly audience.
Farm Weekly, established in 1922, is WA’s most comprehensive and biggest selling rural newspaper. Almost 62% of its print circulation is pre-purchased via subscription ensuring a guaranteed weekly audience for advertisers and it is also available in newsagencies and on-line.

Farm Weekly is regarded as a must have source of information for the WA farming community including rural and regional service providers. Much of its content is unique including market reports and it has one of the biggest agricultural classifieds sections in the nation.

The weekly package contains a quality gloss covered quarto-fold providing local news, wool market information, large livestock and property sections and machinery information. This is coupled with a vibrant tabloid newspaper providing cropping and grain market information, weather updates, on-farm stories, better farming practice insights, agri-political news and specialist features.

The printed version of Farm Weekly is complemented by its on-line presence. Up to the minute stories, weather, classifieds and jobs are just some of the sections brimming with information via our www.farmweekly.com.au website and for a nominal fee subscribers to the newspaper can receive a daily email service five days a week.

You can also have your say or talk to us via Twitter and Facebook.

With a reputation for integrity and quality built on more than 90 years of publishing, Farm Weekly management and staff remain committed to providing a comprehensive news and information service through a modern and diverse mix of media platforms.

As it always has, Farm Weekly will continue to connect with its audience in the most meaningful way and ensure much of what it provides is exclusive and unattainable through any other media service.

TREVOR EMERY
PUBLISHER/GENERAL MANAGER

A message from the publisher

Farm Weekly media kit intro 2015-16

Farm Weekly is regarded as a must have source of information for the WA farming community including rural and regional service providers. Much of its content is unique including market reports and it has one of the biggest agricultural classifieds sections in the nation.

The weekly package contains a quality gloss covered quarto-fold providing local news, wool market information, large livestock and property sections and machinery information. This is coupled with a vibrant tabloid newspaper providing cropping and grain market information, weather updates, on-farm stories, better farming practice insights, agri-political news and specialist features.

The printed version of Farm Weekly is complemented by its on-line presence. Up to the minute stories, weather, classifieds and jobs are just some of the sections brimming with information via our www.farmweekly.com.au website and for a nominal fee subscribers to the newspaper can receive a daily email service five days a week.
<table>
<thead>
<tr>
<th>Code</th>
<th>Specifications (mm)</th>
<th>Price (excl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>T11</td>
<td>45 x 63</td>
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<tr>
<td>T21</td>
<td>92 x 63</td>
<td>$274</td>
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<td>T31</td>
<td>139 x 63</td>
<td>$410</td>
</tr>
<tr>
<td>T41</td>
<td>186 x 63</td>
<td>$547</td>
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<tr>
<td>T51</td>
<td>233 x 63</td>
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<td>T61</td>
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<table>
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<td>T62</td>
<td>274 x 129</td>
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<table>
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<th>Price (excl. GST)</th>
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</thead>
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<td>$1641</td>
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<td>T63</td>
<td>280 x 194</td>
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<table>
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<th>Price (excl. GST)</th>
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<td>45 x 260</td>
<td>$547</td>
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<tr>
<td>T24</td>
<td>92 x 260</td>
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<td>T44</td>
<td>186 x 260</td>
<td>$2188</td>
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<tr>
<td>T64</td>
<td>274 x 260</td>
<td>$3736</td>
</tr>
</tbody>
</table>

**Further Information**
- All display ads are full colour.
- Early booking discounts can apply.
- Yearly spend discounts can apply.
- Multiple publication discounts can apply.
- GST of 10% added to the final price.
- Rates effective to 30 June 2016.
- Secured in print inventory ensures inventory is reserved at purchase.

*However, loading may apply.*
### ANNUAL SPEND DISCOUNT

<table>
<thead>
<tr>
<th>Annual Spend</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$11,000</td>
<td>3%</td>
</tr>
<tr>
<td>$22,000</td>
<td>6%</td>
</tr>
<tr>
<td>$33,000</td>
<td>9%</td>
</tr>
<tr>
<td>$44,000</td>
<td>12%</td>
</tr>
<tr>
<td>$55,000</td>
<td>15%</td>
</tr>
</tbody>
</table>

### MULTIPLE PUBLICATION DISCOUNTS

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 OR MORE</td>
<td>3%</td>
</tr>
<tr>
<td>4 OR MORE</td>
<td>5%</td>
</tr>
<tr>
<td>6 OR MORE</td>
<td>7%</td>
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</tbody>
</table>

### FORWARD SELLING DISCOUNT

<table>
<thead>
<tr>
<th>Bookings</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 OR MORE</td>
<td>5%</td>
</tr>
<tr>
<td>10 OR MORE</td>
<td>10%</td>
</tr>
<tr>
<td>13 OR MORE</td>
<td>15%</td>
</tr>
</tbody>
</table>

### SPECIAL POSITION LOADING

<table>
<thead>
<tr>
<th>Position</th>
<th>Loading</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGE 1 – T24</td>
<td>$1280</td>
</tr>
<tr>
<td>PAGE 2</td>
<td>20%</td>
</tr>
<tr>
<td>PAGE 3</td>
<td>30%</td>
</tr>
<tr>
<td>PAGE 5</td>
<td>20%</td>
</tr>
<tr>
<td>PAGE 7</td>
<td>15%</td>
</tr>
<tr>
<td>BACK PAGE</td>
<td>35%</td>
</tr>
<tr>
<td>ALL OTHER</td>
<td>10%</td>
</tr>
</tbody>
</table>

### Rules
- Annual spend and forward selling discounts can’t be combined
- Any unique ad positions need to be authorised by a business manager
- Any unsold premium positions are laid out at our discretion

### Deadlines
Latest acceptable times are as follows:
- Bookings close – 5pm Wednesday week prior to publication
- Copy for setting – 5pm Wednesday week prior to publication
- Complete material and camera ready artwork – 5pm Thursday week prior to publication
- If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used
### Casual Advertising Rate

<table>
<thead>
<tr>
<th>Per column centimetre – 4 columns (includes 4-colour)</th>
<th>EX GST</th>
<th>+10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15.30</td>
<td>$1.53</td>
<td>$16.83</td>
</tr>
</tbody>
</table>

### Contract Rates

<table>
<thead>
<tr>
<th>1200 - 2400cm</th>
<th>EX GST</th>
<th>+ 10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$15.20</td>
<td>$1.52</td>
<td>$16.72</td>
</tr>
<tr>
<td>2401 - 3600cm</td>
<td>$15.00</td>
<td>$1.50</td>
<td>$16.50</td>
</tr>
<tr>
<td>3601 - 4800cm</td>
<td>$14.80</td>
<td>$1.48</td>
<td>$16.28</td>
</tr>
<tr>
<td>4801 - 6000cm</td>
<td>$14.60</td>
<td>$1.46</td>
<td>$16.06</td>
</tr>
<tr>
<td>6001 + cm</td>
<td>$14.40</td>
<td>$1.44</td>
<td>$15.84</td>
</tr>
</tbody>
</table>

### Advertising Sizes (Image Area)

- **Full Page**: 250mm x 180mm
- **Half Page**: 250mm x 88mm
- **Half Page**: 130mm x 180mm
- **Quarter Page**: 130mm x 88mm

### 4 Colour Gloss

<table>
<thead>
<tr>
<th>Front Cover - Image Area 220 x 180mm</th>
<th>EX GST</th>
<th>+10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2840</td>
<td>$284</td>
<td>$3124</td>
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</table>

<table>
<thead>
<tr>
<th>Colour Gloss Page - Image Area 250 x 180mm</th>
<th>EX GST</th>
<th>+10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2020</td>
<td>$202</td>
<td>$2222</td>
</tr>
</tbody>
</table>

### Display Mechanical Details

- Printed Web Offset on 52gsm
- Image area: 250mm x 4 col (180mm)
- Column depth: 250mm
- Page width: 4 columns
- Full page: 250mm x 4 col (180mm)
- (Trim size 273mm x 205mm, bleed extra 5mm)
- One column: 42mm
- Two columns: 88mm
- Three columns: 135mm
- Four columns: 180mm
- Double page spread (including gutter): 250mm x 378mm
- No charge is made for gutters on double page spread

### Booking & Copy Deadlines

Latest acceptable times are as follows:
- General display bookings close—12 noon Friday, week prior to publication.
- Copy for setting—12 noon Friday, week prior to publication.
- Complete material and camera ready artwork: 12 noon Monday prior to publication.

### Material – Mono and Spot Colour

All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
- Screen requirements 200 dpi.
- Farm Weekly is printed Offset and blocks or mats are not acceptable.

### Material – Cover and Full Colour Pages

- Covers (on gloss paper): 300 dpi.
- Text pages (on 52gsm): 200 dpi.
- If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used.

### Contract Rates

Contract rates do not apply to front covers, gloss pages, special placements and special publications.
### Classified Display

<table>
<thead>
<tr>
<th>Description</th>
<th>EX GST</th>
<th>+10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per column centimetre – 5 columns</td>
<td>$12.80</td>
<td>$1.28</td>
<td>$14.08</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1600</td>
<td>$160</td>
<td>$1760</td>
</tr>
<tr>
<td>Half Page</td>
<td>$832</td>
<td>$83.20</td>
<td>$915.20</td>
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</table>

**Please note:**

DISPLAY & LINEAGE CLASSIFIEDS APPEAR IN THE QUARTO-FOLD SECTION OF FARM WEEKLY

### Colour Charge

<table>
<thead>
<tr>
<th>Description</th>
<th>EX GST</th>
<th>+ 10% GST</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Spot colour</td>
<td>$100</td>
<td>$10</td>
<td>$110</td>
</tr>
<tr>
<td>Four colour</td>
<td>$400</td>
<td>$40</td>
<td>$440</td>
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</table>

### General Classified Lineage Rate (includes Farmonline)

<table>
<thead>
<tr>
<th>Description</th>
<th>EX GST</th>
<th>+ 10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 20 words</td>
<td>$26.05</td>
<td>$2.61</td>
<td>$28.65</td>
</tr>
<tr>
<td>21 to 30 words</td>
<td>$32.22</td>
<td>$3.22</td>
<td>$35.44</td>
</tr>
<tr>
<td>31 to 40 words</td>
<td>$35.75</td>
<td>$3.58</td>
<td>$39.32</td>
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<tr>
<td>41 to 50 words</td>
<td>$37.73</td>
<td>$3.77</td>
<td>$41.50</td>
</tr>
<tr>
<td>51 words plus</td>
<td>extra 40 cents per word (inc GST)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Employment Display (includes adzuna.com.au)

<table>
<thead>
<tr>
<th>Description</th>
<th>EX GST</th>
<th>+ 10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per column centimetre – 5 columns</td>
<td>$15.20</td>
<td>$1.52</td>
<td>$16.72</td>
</tr>
</tbody>
</table>

### Employment Lineage (includes adzuna.com.au)

<table>
<thead>
<tr>
<th>Description</th>
<th>EX GST</th>
<th>+ 10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 20 words</td>
<td>$37.71</td>
<td>$3.77</td>
<td>$41.48</td>
</tr>
<tr>
<td>21 to 30 words</td>
<td>$43.87</td>
<td>$4.39</td>
<td>$48.25</td>
</tr>
<tr>
<td>31 to 40 words</td>
<td>$47.53</td>
<td>$4.75</td>
<td>$52.28</td>
</tr>
<tr>
<td>41 to 50 words</td>
<td>$49.42</td>
<td>$4.94</td>
<td>$54.36</td>
</tr>
<tr>
<td>extra 70 cents per word (inc GST)</td>
<td>Employment (Adzuna) rates include $11 inc GST for digital listing</td>
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<td></td>
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### Classified Mechanical Details

<table>
<thead>
<tr>
<th>Description</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Area</td>
<td>250mm x 5 columns</td>
</tr>
<tr>
<td>Column depth</td>
<td>250mm</td>
</tr>
<tr>
<td>Page width 5 columns</td>
<td>180mm</td>
</tr>
<tr>
<td>Full page</td>
<td>250mm x 5 columns</td>
</tr>
<tr>
<td>One column</td>
<td>31mm</td>
</tr>
<tr>
<td>Two columns</td>
<td>69mm</td>
</tr>
<tr>
<td>Three columns</td>
<td>106mm</td>
</tr>
<tr>
<td>Four columns</td>
<td>143mm</td>
</tr>
<tr>
<td>Five columns</td>
<td>180mm</td>
</tr>
</tbody>
</table>

### MATERIAL

Printed on 52gsm. Screen requirements are 200 dpi.
All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
Farm Weekly is printed offset and blocks or mats are not acceptable.
If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used.

### Booking & Copy Deadlines

Farm Weekly is a weekly magazine available by subscription and in newsagencies on Thursday. Subscription hotline – **Toll Free 1800 804 538** *(Farm Weekly is almost 62% subscriber based).* Booking deadline display and lineage – 12 noon Monday prior to publication. Latest acceptable times for copy display and lineage – 2pm Monday prior to publication.

### Classified Advertising

**Freecall** 1800 804 538
**Freefax** 1800 242 348

www.farmonline.com.au
DISPLAY ADVERTISING
Per column centimetre – 5 columns (includes 4 colour) EX GST +10% GST TOTAL
Per column centimetre – 5 columns $13.80 $1.38 $15.18
Full Page $1725 $172.50 $1897.50
Half Page $895 $89.70 $986.70
Contract rates on application

PROPERTY MECHANICAL DETAILS
Image Area 250mm x 5 columns
Column depth 250mm
Page width 5 columns 180mm
Full page 250mm x 5 columns (180mm)
One column 31mm
Two columns 69mm
Three columns 106mm
Four columns 143mm
Five columns 180mm

MATERIAL
Printed on 52gsm. Screen requirements are 85 lpi.
All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
Farm Weekly is printed offset and blocks or mats are not acceptable.
If material is not supplied by the appropriate deadline the publisher reserves the right to repeat material previously used.

BOOKING & COPY DEADLINES
Farm Weekly is a weekly magazine available by subscription and in newsagents on Thursday.
Booking deadlines 12 noon Friday prior to publication.
Copy for setting 12 noon Friday prior to publication.
Camera ready artwork 12 noon Monday prior to publication.

SUBSCRIPTION HOTLINE – TOLL FREE 1800 804 538
Farm Weekly is almost 65% subscriber based.

ONYERTS (Conditions apply)
Onserts are accepted subject to size, weight and space availability. No guarantees for placement date are offered.
Prices quoted are per 1000 or part thereof for A4 sized onserts stitched on long spine and on 80-100gsm stock only.

Rates:
Rates: Single A4 sheet $310 per 1000 $31 per 1000 $341 per 1000
A3 folded to 4pp $330 per 1000 $33 per 1000 $363 per 1000
A3 folded to 8pp $350 per 1000 $35 per 1000 $385 per 1000
12pp A4 $400 per 1000 $40 per 1000 $440 per 1000
16pp A4 $420 per 1000 $42 per 1000 $462 per 1000
20pp A4 $460 per 1000 $46 per 1000 $506 per 1000
24pp A4 $480 per 1000 $48 per 1000 $528 per 1000
28pp A4 $510 per 1000 $51 per 1000 $561 per 1000
32pp A4 $540 per 1000 $54 per 1000 $594 per 1000
Onserts larger than 32pp or sizes other than A4 – Price on application and subject to weight availability
Full run - 14,800 copies

Deadlines: Onserts must be received seven days prior to issue date.
**DISPLAY ADVERTISING**

Stud Stock, Stock Auctions
Clearing Sales and General Auctions
per column centimetre – 4 columns
(includes 4 colour)

<table>
<thead>
<tr>
<th>EX GST</th>
<th>+10% GST</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15.80</td>
<td>$1.58</td>
<td>$17.38</td>
</tr>
</tbody>
</table>

**BOOKING & COPY DEADLINES**

Latest acceptable times are as follows:
Stud stock - 12 noon Friday prior to publication.
Stock Auctions, Clearing sales, General auctions -
12 noon Monday prior to publication.

**MATERIAL**

Covers (on gloss paper): 150 screen with a colour proof.
Text pages (on 52gsm): 85 screen lpi.

**MATERIAL**

All material is to be supplied electronically as an Adobe Acrobat PDF file (fonts embedded).
Farm Weekly is printed Offset and blocks or mats are not acceptable.

**DISPLAY MECHANICAL DETAILS**

Printed Web Offset

Image area: 250mm x 4 col (180mm)
Column depth: 250mm
Page width 4 columns: 180mm
Full page: 250mm x 4 columns
(Trim size 276mm x 205mm, bleed extra 5mm)
One column: 42mm
Two columns: 88mm
Three columns: 135mm
Four columns: 180mm
Double page spread (including gutter): 250mm x 378mm
No charge is made for gutters on double page spread

**SUBSCRIPTION HOTLINE – TOLL FREE 1800 804 538**

Farm Weekly is almost 62% subscriber based.
JULY 2015
- Communications & Technology
- Steel, Welding, Workshop Equipment
- Farm Safety, Maintenance
- Focus on Pasture Topping
- Farm Trees, Soil Conservation, Carbon
- Mail Order/Online Shopping
- Energy Savers/Green Living
- Farm Machinery Annual (special publication)
- RIPE (special publication)

AUGUST
- Farm Succession Planning
- Focus on Haybaling & Silage
- Gearing up for Harvest
- Grain Marketing
- Health & Well-being
- Heading to Dowerin Specials
- Higher Education & Career Opportunities
- Dowerin Field Days (special publication)
- Newdegate Field Days (special publication)
- RIPE (special publication)

SEPTEMBER
- Dowerin/Newdegate Field Days Reviews
- Home & Farm Improvements
- Farm Bikes
- Farm Water & Irrigation
- Fencing, Sheds & Yards
- Feral Pests
- Gearing Up for Harvest
- Looking after the Land
- Liquid & Granulated Fertiliser
- Aircraft Services
- Solar Energy
- Mingenew Field Days (special publication)
- RIPE (special publication)

OCTOBER
- Boating, Fishing & Camping
- Grain Marketing, Handling, Storage
- Canola – The Golden Grain
- Focus on Firefighting
- Solar, Wind and Portable Power
- Midland & Surrounds
- Money Matters
- Focus on Seniors
- Driving Diesels
- RIPE (special publication)

NOVEMBER
- Mowers, Slashers & Chainsaws
- Training & Career Options
- Pumping, Irrigation & Firefighting
- Planning your Purchases for 2016
- Health & Well-being
- Home & Farm Improvements
- Retirement & Leisure
- Focus on Spraying
- Technology in Agriculture
- RIPE (special publication)

DECEMBER
- The Year in Review
- Post Harvest Investment
- Christmas Gift Guide
- End of Year Motorising
- AgDirections 2015 (special publication)
- Rural Calendar
- RIPE (special publication)

JANUARY 2016
- Training and Career Options
- Earthmoving & Heavy Duty Machinery
- Products Guide
- Australian Made
- Focus on Summer Spraying
- Precision Farming/Technology
- RIPE (special publication)

FEBRUARY
- Focus on No-Till (WANTFA)
- Pasture, Seeding & Fertiliser
- Focus on Health and Well-being
- Property Plus Investment
- Farm Vehicles, Bikes, Accessories
- School Open Days
- Focus on Boyup Brook
- Farm Bikes & Accessories
- Chemical Spraying
- Water & Landcare
- Tractors & Tillage
- Wagin Wooloroma (special publication)
- RIPE (special publication)

MARCH
- 4WD & Performance Vehicles
- Fencing, Sheds & Yards
- Focus on Grains & Canola
- Liquid Fertiliser
- Wagin Wooloroma Review
- Building Renovations & Redesign
- Are you Covered? – Insurance
- RIPE (special publication)

APRIL
- Tillage, Seeding & Spraying
- Health & Well-being
- Midland – Window to the Wheatbelt
- Balingup Small Farm Field Day
- Environmental Logic, Landcare
- Make Mine Concrete
- Focus on Small Engines & Generators
- RIPE (special publication)

MAY
- Farm Vehicles & Mean Machines
- Training, Careers, Boarding Facilities
- Products Guide, Technology
- Farm Finance, Insurance & Investment
- Focus on Tanks & Pumps
- Focus on Avon Valley
- One Special Day
- Tax Time, Stocktake Sales
- Products & Services Directory (special publication)
- RIPE (special publication)

JUNE
- Farm Safety & Maintenance
- Fencing, Sheds & Yards
- Geraldton & Coral Coast
- Post Emergent Spraying
- Home & Farm Improvements
- Focus on Farm Water
- Mowers, Slashers & Chainsaws
- Farm Equipment News
- Women in Business
- Winter Migration – Heading North
- RIPE (special publication)
These features appear in the quarto-fold section of the Farm Weekly package.

Section ONE

LIVESTOCK FEATURES PLANNER

Published August 6, 2015
Published November 26, 2015
Published September 3, 2015
Published January 21, 2016

JULY 2015
• Pig Industry
• Broome Bull Sale
• Stud Stock Fixtures

AUGUST
• WA Merino Week (special publication)

SEPTEMBER
• Prime Lamb and Meat Sheep (special publication)

OCTOBER
• Perth Royal Show review
• Focus on Lot Feeding

NOVEMBER
• Beef Annual (special publication)
• Albany Region Alpacas

DECEMBER
• Rural Calendar (special publication)
• Great Southern Bull Sale

JANUARY 2016
• Focus on Murray Grey
• Focus on Angus
• WA Charolais Bull Sale
• Focus on Red Angus
• Beef It Up (special publication)

FEBRUARY
• Gingin Multi-breed Bull Sale
• Annual Invitation Bull Sale
• WA Supreme Bull Sale
• Focus on Dry Feeding

MARCH
• WALSA Invitational Narngulu Bull Sale
• Better Beef
• Williams Gateway Expo
• Wagin Woolorama (special publication)

APRIL
• Focus on Live Export
• Autumn Alpaca Show

MAY
• Sheep and Wool Industry
• Products & Services Directory (special publication)

JUNE
• Dairy Industry

Published December 19, 2014

www.farmonline.com.au
WA’s BIGGEST SELLING RURAL NEWSPAPER
A specialist, full colour gloss American tabloid sized, lifestyle and small farms magazine, printed monthly.

Don’t miss the opportunity to reach a targeted audience through Farm Weekly, WA’s BIGGEST selling rural newspaper.

Ripe magazine is published on the last Thursday of every month and inserted into the Farm Weekly package.

**Booking deadline:** Tuesday, 9 days prior to publication date.

**Copy deadline:** Thursday, 7 days prior to publication date.

Electronic files can be sent as high-res PDFs via: Quickcut, Websend or Email.

**ADVERTISING RATES, SIZES & DEADLINES**

### FULL PAGE

- 31.5cm x 5 Columns
- 315mm x 226mm
- $1600 + GST
  ($1760 inc GST)

### HALF PAGE

- 14.5cm x 5 Columns
- 145mm x 226mm
- $900 + GST
  ($990 inc GST)

### THIRD PAGE

- 90mm x 226mm
- $930 + $93 GST = $1023

### BACK PAGE

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- $1700 + $170 GST = $1870

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- 145mm x 88mm
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**PREMIUM SPACE:**

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**Back Page:**

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**2015/2016 Publication dates:**

- Thursday, July 30
- Thursday, August 27
- Thursday, September 24
- Thursday, October 29
- Thursday, November 26
- Thursday, December 25
- Thursday, January 28
- Thursday, February 25
- Thursday, March 31
- Thursday, April 28
- Thursday, May 26
- Thursday, June 30

Advertising enquiries:

Caroline Court
P: 08 9365 2618
F: 08 9472 4237
E: ripe.farmweekly@ruralpress.com
LEADERBOARD – DISPLAYS ACROSS THE TOP OF ALL WEB PAGES (HOME & ARTICLES)
Size: 728 x 90 pixels (40KB)
Format: Jpeg, Giff or SWF
SOV: Minimum 25% SOV
National – $7500 + GST ($8250 inc GST) per month
FW only – $1050 + GST ($1155 inc GST) per month

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Size: 200 x 250 pixels (40KB)
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SOV: Minimum 25%
National – $5300 + GST ($5830 inc GST) per month
FW – $880 + GST ($968 inc GST) per month

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BANNER – $115 + GST ($126.50 inc GST) per week
BUYOUT – $495 + GST ($544.50 inc GST) per week

SOV = Share of Voice

Contact details:
Tony Tedeschi
Ph: (08) 9361 5000
E: tony.tedeschi@fairfaxmedia.com.au


LEADERBOARD – DISPLAYS ACROSS THE TOP OF ALL WEB PAGES (HOME & ARTICLES)
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SOV: Minimum 25%
National – $7200 + GST ($7920 inc GST) per month

M-REC (position 3) – DISPLAYS ON HOME and ARTICLES PAGES
Size: 200 x 250 pixels (40KB)
Format: Jpeg, Giff or SWF
SOV: Minimum 25%
National – $5300 + GST ($5830 inc GST) per month
FW – $880 + GST ($968 inc GST) per month

OTHER OPPORTUNITIES
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SOV: 100% – Sold as part of an advertisement package.
Available positions:
M-REC – $190 + GST ($209 inc GST) per week
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BUYOUT – $495 + GST ($544.50 inc GST) per week

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E: tony.tedeschi@fairfaxmedia.com.au

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WA’s Biggest Selling Rural Newspaper
Criteria for electronically supplied advertising for Farm Weekly publications. Farm Weekly uses PC computers.

**ESSENTIAL REQUIREMENTS**
1. Supply a PDF (with all fonts embedded) of the document built to the dimensions to match the size booked
2. Graphics used in documents can be Photoshop files, Illustrator and EPS or tiffs preferably in CMYK not lab/RGB colour
3. A name and phone number of whom to contact in the event of a problem

**SUPPLY BY EMAIL or INTERNET TRANSFER**
1. Electronic transfer via Quickcut or Adsend software for Farm Weekly and all special publications listed in this media kit
2. Email is acceptable providing the file size keeps below 15MB. See contact details on this page for email address

**NON ACCEPTABLE FILE TYPES**
Microsoft Word, Publisher or any documents created on PC office platforms. Graphics can be supplied to us either electronically at minimum 200 dpi CMYK or as original artwork to be scanned and the text will be reset.

**OUTPUTTING PROCEDURE**
Jobs/pages are paginated using Quark X Press 7.1 on PC computers.

**FILM AND BROMIDE**
All publications are published electronically. Film and bromide are no longer acceptable material.

**ENQUIRIES**
Any enquiries regarding electronic transfer should be directed to the Production Manager on Ph (08) 9361 5000 or production.fw@ruralpress.com

*If supplying PDF material please make sure there are no RGB elements integrated into them.

All graphics/colours used MUST be in CMYK (Cyan, Magenta, Yellow, Black) format. EPS’s (CMYK or greyscale): all electronically supplied graphics must have a minimum resolution of 200 dpi. Tiffs (line art) must have a minimum resolution of 600 dpi.

A complete electronic copy of this media kit is available at: www.farmweekly.com

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**HEAD OFFICE**
PERTH: 9 Kitchener Avenue, Victoria Park, WA 6100
Postal address: PO Box 1268, Victoria Park East, WA 6981
Telephone: 08-9361 5000
Fax: 08-9361 5055 (Administration)
Freecall Advertising: 1800 804 538
Freecall Facsimile: 1800 242 348

Subscription hotline – Toll Free 1800 804 538

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