



The only specialised pork newspaper

2025 MEDIA KIT



National direct mail circulation of the Australian Pork Newspaper is over 1400. That gives it one of the highest circulations of any publication within the industry. We publish monthly, 12 times a year.

An electronic flipbook version of APN is also emailed to over 1000 subscribers each month and the publication can also be viewed on the website www.porknews.com.au

Inserts may be placed in the newspaper from 60 cents each and can be mailed to single or multiple states throughout Australia.

Advertising rates can also be negotiated for volume buys. Please do not hesitate to call if we may be of assistance to you.

ART SPECS

Artwork to be supplied as print-ready PDF file or high resolution jpeg file with no bleed or keyline.

CMYK format for colour ads. A small artwork cost will apply if not correctly supplied.

2025 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed
Dec 2024	Nov 14	Nov 27	Dec 2
Jan	Dec 12	Jan 8	Jan 14
Feb	Jan 23	Feb 5	Feb 11
Mar	Feb 20	Mar 5	Mar 11
Apr	Mar 20	Apr 2	Apr 8
May	Apr 17	Apr 30	May 6
Jun	May 15	May 28	Jun 3

RATES AND SIZES

Full colour	Full page	\$1470
	Half page	\$945
	Third page	\$840
	Quarter page	\$735
Mono	Full page	\$1155
	Half page	\$630
	Third page	\$525
	Quarter page	\$420

The casual rate for smaller or alternative size ads is \$6.85 per column centimetre (one column is 3.38cm wide). That reduces to \$4.50 for regular monthly advertisers and volume buys.



Advertise your business card in the **Here's my Card** section.

Four months for only \$210* mono or \$295* colour. *Plus GST

ALL PRICES PLUS GST

PAYMENT TERMS ARE 10 DAYS FROM INVOICE DATE

CANCELLATION OF AD BOOKING WILL INCUR A 50 PERCENT FEE

Advertising and Marketing • design@collins.media

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T: 0450 672 553 | www.porknews.com.au

ADVERTISING SPECS

APN is published in tabloid format over seven columns. Ads can be made to any size in respect to column width.

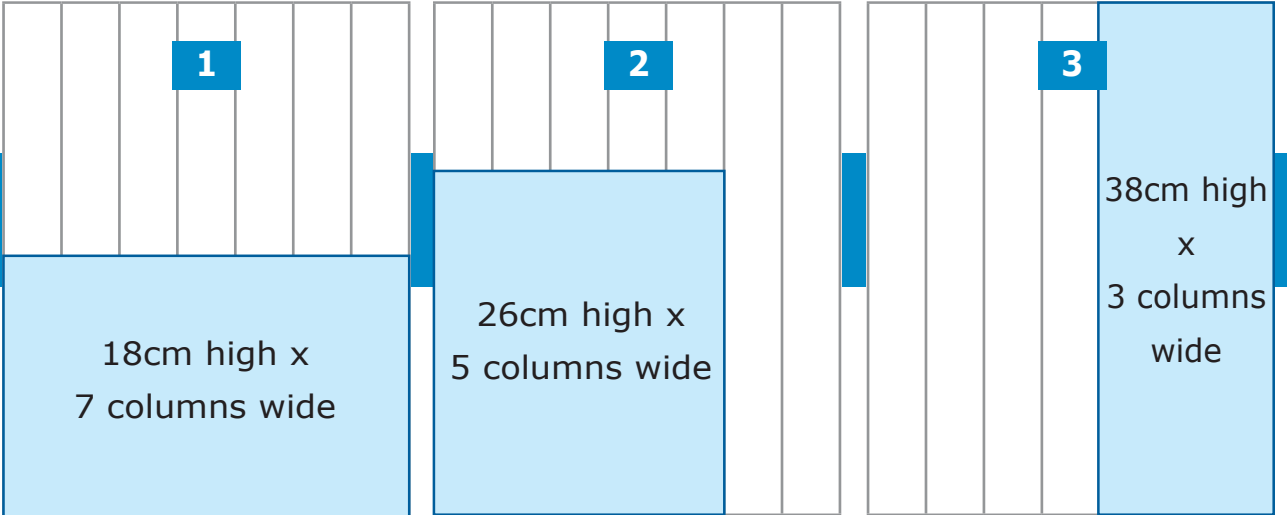
COLUMN WIDTHS	
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

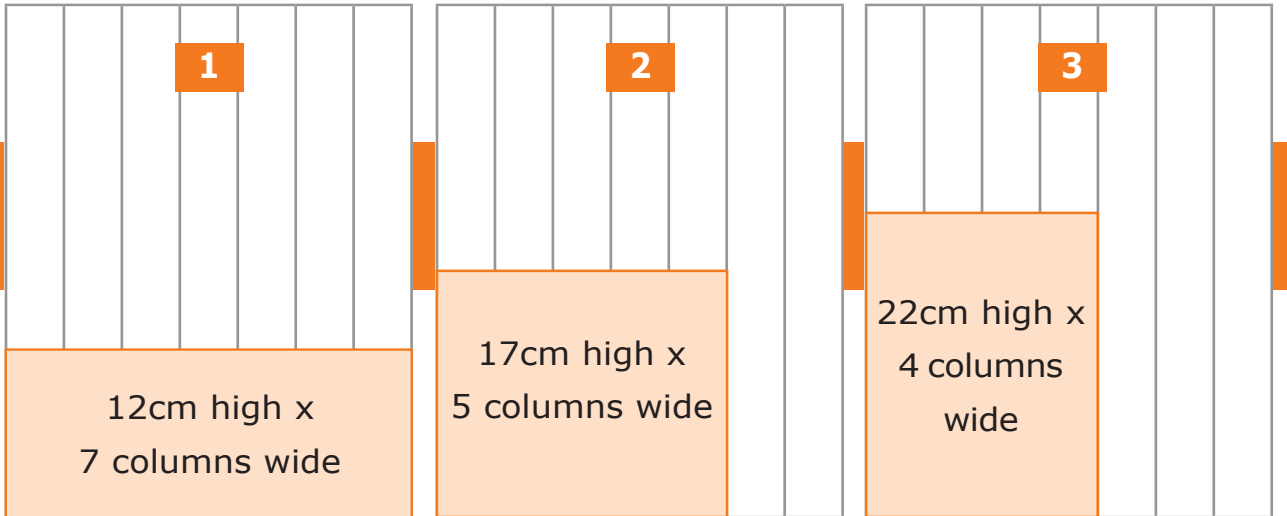
38cm high x
7 columns wide



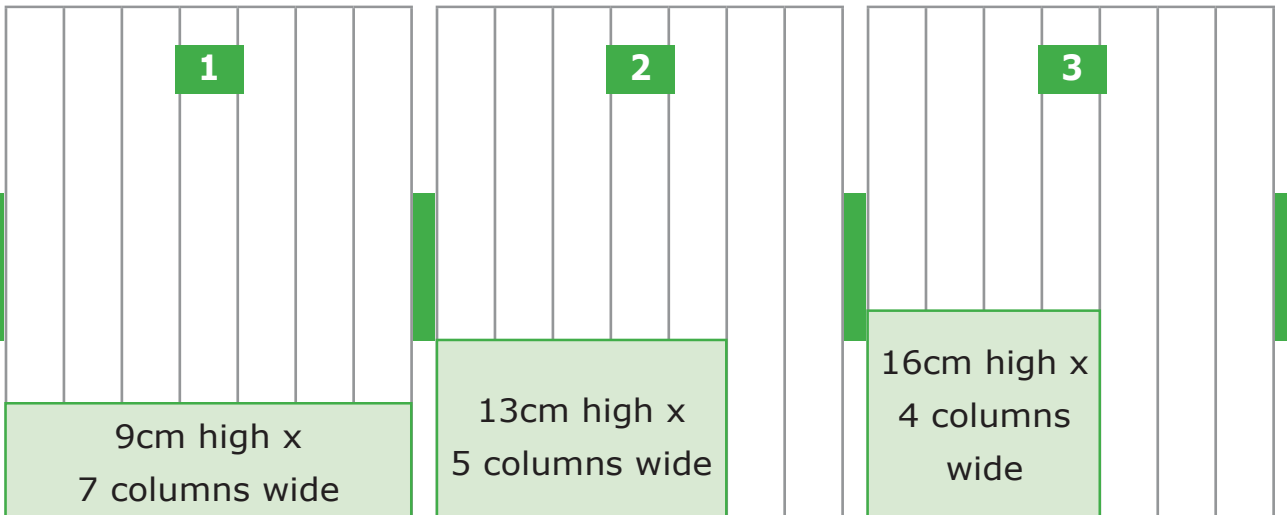
Half Page Options



Third Page Options



Quarter Page Options





SPECIAL RATES

5cm x 2 columns

5cm H x 7.14cm W

Months	Total Cost
3	\$175
6	\$290
12	\$545

8cm x 2 columns

8cm H x 7.14cm W

Months	Total Cost
3	\$280
6	\$465
12	\$870

10cm x 2 columns

10cm H x 7.14cm W

Months	Total Cost
3	\$350
6	\$580
12	\$1085

Save money with volume buys – 3, 6 and 12-month rates

10cm x 3 columns

10cm H x 10.96cm W

Months	Total Cost
3	\$520
6	\$870
12	\$1625

COLOUR OPTION

Months	Total Cost
3	\$1040
6	\$1740
12	\$3250

12cm x 3 columns

12cm H x 10.96cm W

Months	Total Cost
3	\$625
6	\$1045
12	\$1950

COLOUR OPTION

Months	Total Cost
3	\$1250
6	\$2085
12	\$3900