



The only specialised pork newspaper

20/21 MEDIA KIT



National direct mail circulation of the Australian Pork Newspaper is over 1800. 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](http://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.

## RATES AND SIZES

Colour	Size	Rate
Full colour	Full page	\$1400
	Half page	\$900
	Third page	\$800
	Quarter page	\$700
Mono	Full page	\$1100
	Half page	\$600
	Third page	\$500
	Quarter page	\$400

The casual rate for smaller or alternative size ads is \$6.50 per column centimetre (one column is 3.38cm wide). That reduces to \$4.30 for regular monthly advertisers and volume buys.



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

**Four months for only \$192\* mono or \$274\* colour. \*Plus GST**

ALL PRICES PLUS GST

CANCELLATION OF AD BOOKING WILL INCUR A 50 PERCENT FEE

## 2021 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed
<b>Dec 2020</b>	Nov 18	Nov 25	Nov 30
<b>Jan</b>	Dec 21	Jan 6	Jan 11
<b>Feb</b>	Jan 27	Feb 3	Feb 8
<b>Mar</b>	Feb 24	Mar 3	Mar 8
<b>Apr</b>	Mar 24	Mar 31	Apr 6
<b>May</b>	Apr 28	May 5	May 10

Edition	Copy	Print	Mailed
<b>Jun</b>	May 26	Jun 2	Jun 7
<b>Jul</b>	Jun 23	Jun 30	Jul 5
<b>Aug</b>	Jul 28	Aug 4	Aug 9
<b>Sep</b>	Aug 25	Sep 1	Sep 6
<b>Oct</b>	Sep 29	Oct 6	Oct 11
<b>Nov</b>	Oct 27	Nov 3	Nov 8

**Advertising and Marketing • [ads@collins.media](mailto:ads@collins.media)**

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**T: 07 3286 1833 | [www.porknews.com.au](http://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.

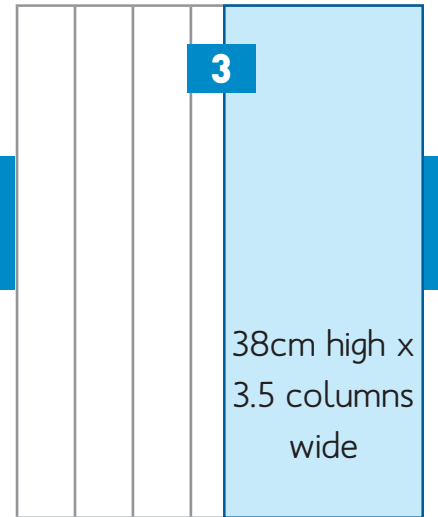
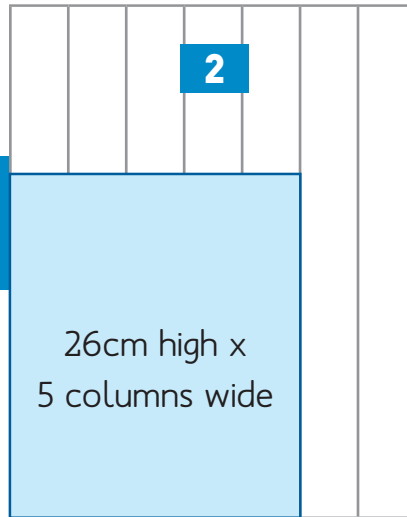
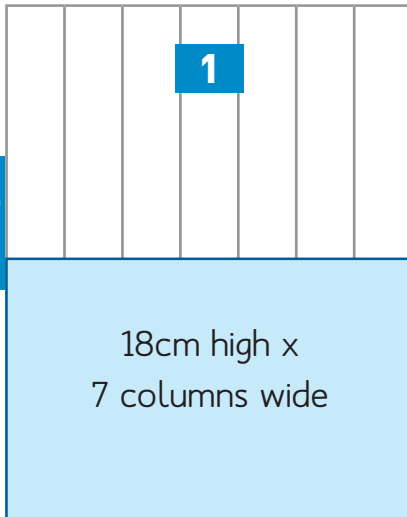
COLUMN WIDTHS	
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

**Full Page**

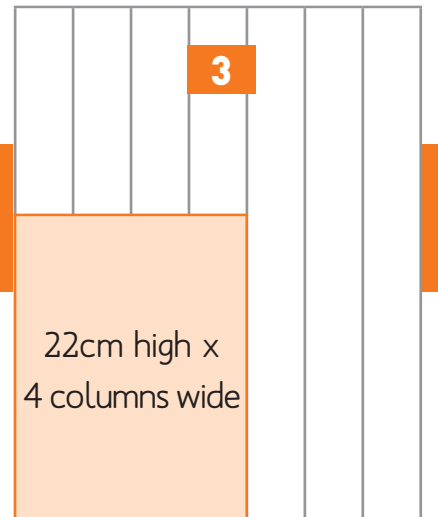
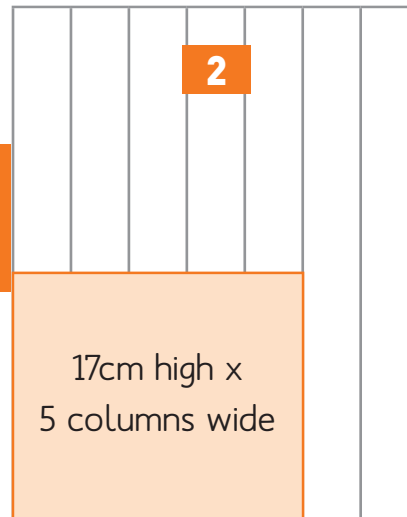
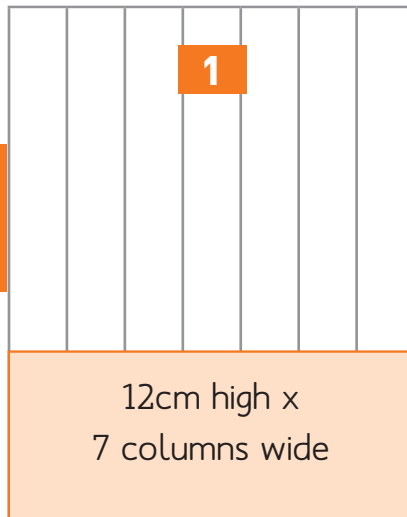
38cm high x  
7 columns wide



**Half Page Options**



**Third Page Options**



**Quarter Page Options**

