



The only specialised pork newspaper

MEDIA KIT



National direct mail circulation of the Australian Pork Newspaper is about 2400. That gives it one of the highest circulations of any publication within the industry. We publish monthly, 12 times a year.

An electronic flipbook is also emailed to over 800 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 55 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 I 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

	Full page	
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.

ALL PRICES PLUS GST
CANCELLATION OF AD BOOKING WILL INCUR A 50 PERCENT FEE

2017 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed	Edition	Copy	Print	Mailed
Jan	Jan 3	Jan 5	Jan 6	Jul	Jul 3	Jul 6	Jul 7
Feb	Jan 30	Feb 2	Feb 3	Aug	Jul 31	Aug 3	Aug 4
Mar	Mar 6	Mar 9	Mar 10	Sep	Aug 28	Aug 31	Sep 1
Apr	Apr 3	Apr 6	Apr 7	Oct	Oct 2	Oct 5	Oct 6
May	May 1	May 4	May 5	Nov	Oct 30	Nov 2	Nov 3
Jun	May 29	Jun 1	Jun 2	Dec	Nov 27	Nov 30	Dec 1

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ADVERTISING SPECS

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

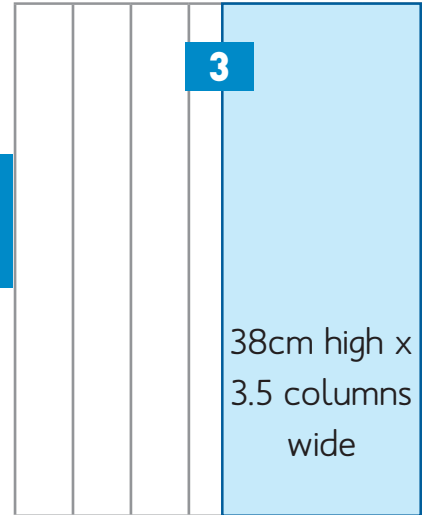
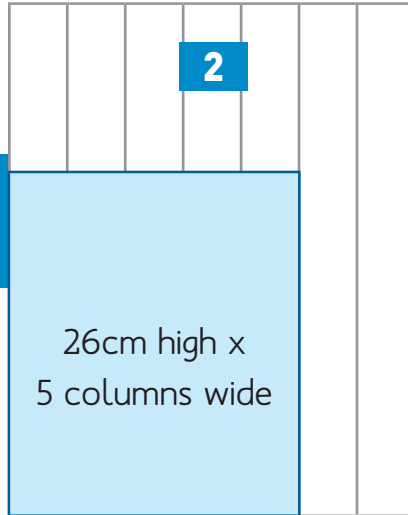
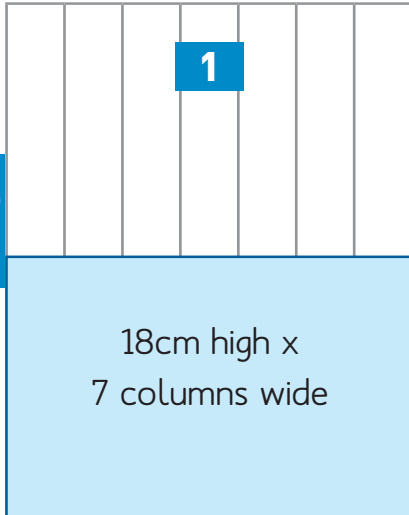
COLUMN WIDTHS	
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

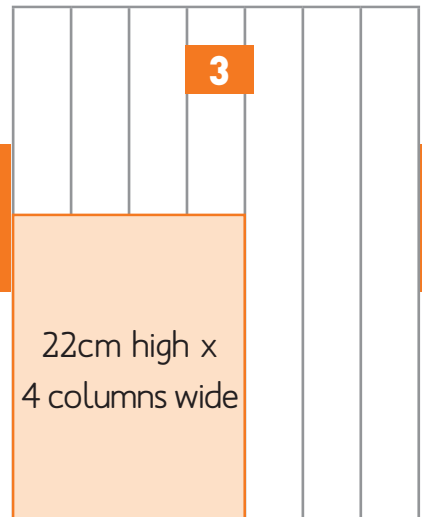
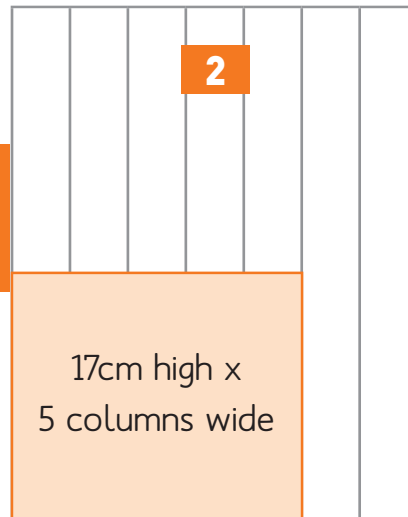
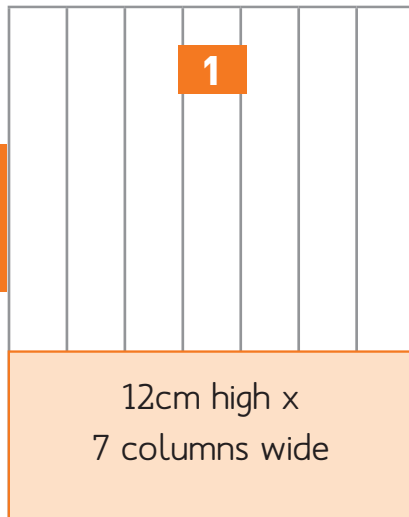
38cm high x
7 columns wide



Half Page Options



Third Page Options



Quarter Page Options

