



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 version of APN is emailed to over 800 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 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 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

<b>Full colour</b>	Full page	\$1400
	Half page	\$900
	Third page	\$800
	Quarter page	\$700
<b>Mono</b>	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

## 2019 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed	Edition	Copy	Print	Mailed
<b>Jan</b>	Jan 3	Jan 8	Jan 9	<b>Jul</b>	Jun 27	Jul 4	Jul 5
<b>Feb</b>	Jan 31	Feb 7	Feb 8	<b>Aug</b>	Jul 25	Aug 1	Aug 2
<b>Mar</b>	Feb 28	Mar 7	Mar 8	<b>Sep</b>	Aug 29	Sep 5	Sep 6
<b>Apr</b>	Mar 28	Apr 4	Apr 5	<b>Oct</b>	Sep 26	Oct 3	Oct 4
<b>May</b>	Apr 26	May 2	May 3	<b>Nov</b>	Oct 24	Oct 31	Nov 1
<b>Jun</b>	May 30	Jun 6	Jun 7	<b>Dec</b>	Nov 21	Nov 28	Nov 29

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**T: 07 3286 1833 | F: 07 3821 2637 | [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**

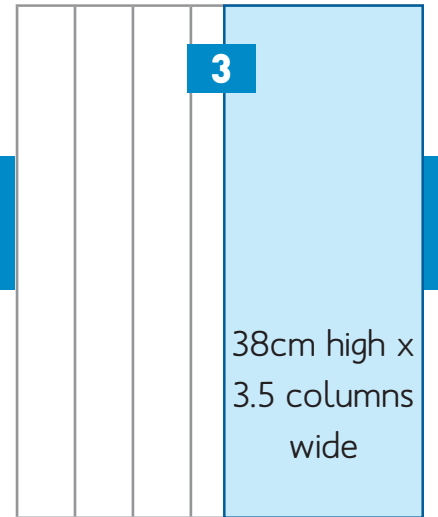
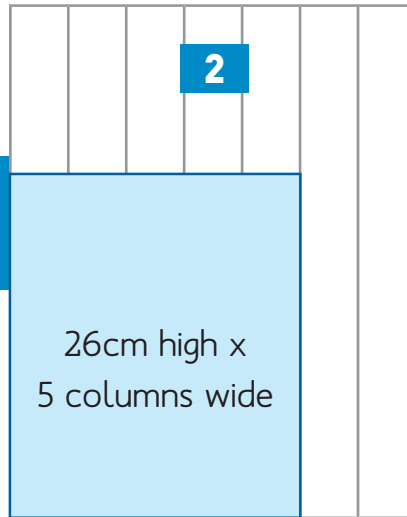
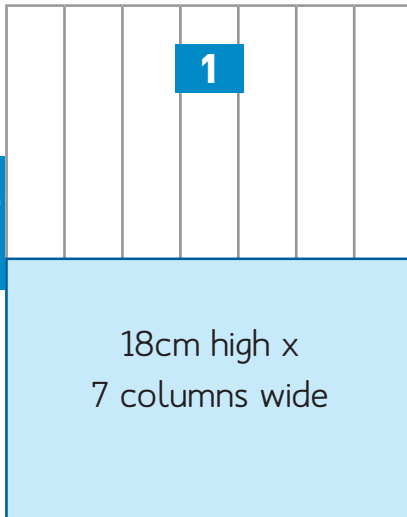
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

**Full Page**

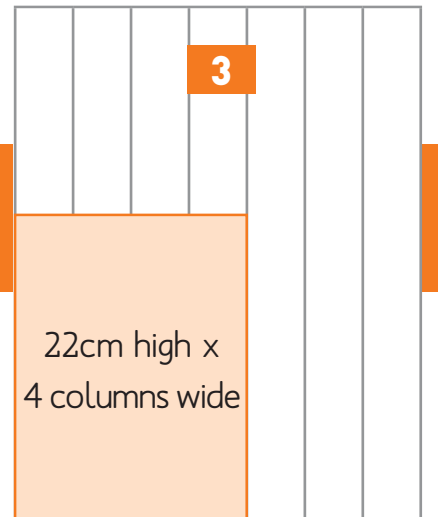
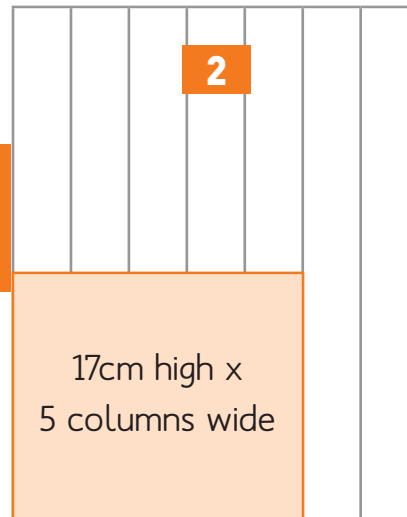
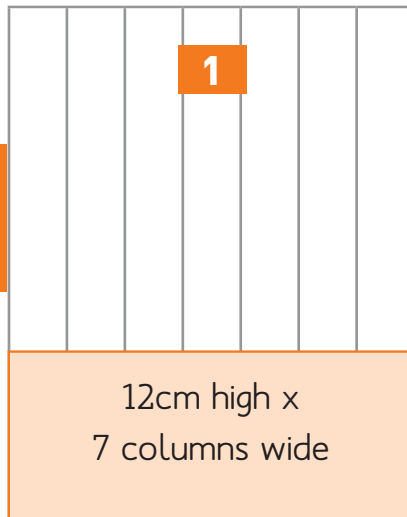
38cm high x  
7 columns wide



**Half Page Options**



**Third Page Options**



**Quarter Page Options**

