



The only specialised pork newspaper

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 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

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

## 2020 PUBLISHING INFORMATION

Edition	Copy	Print	Mailed	Edition	Copy	Print	Mailed
Jan	Jan 2	Jan 9	Jan 10	Jul	Jun 25	Jul 2	Jul 3
Feb	Jan 30	Feb 6	Feb 7	Aug	Jul 30	Aug 6	Aug 7
Mar	Feb 27	Mar 5	Mar 6	Sep	Aug 27	Sep 3	Sep 4
Apr	Mar 26	Apr 2	Apr 3	Oct	Sep 24	Oct 1	Oct 2
May	Apr 30	May 7	May 8	Nov	Oct 22	Oct 29	Oct 30
Jun	May 28	Jun 4	Jun 5	Dec	Nov 19	Nov 26	Nov 27

**Advertising and Marketing • [ads@porknews.com.au](mailto:ads@porknews.com.au)**  
PO Box 387 Cleveland Qld 4163 • 2/39 Enterprise St, Cleveland

**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.

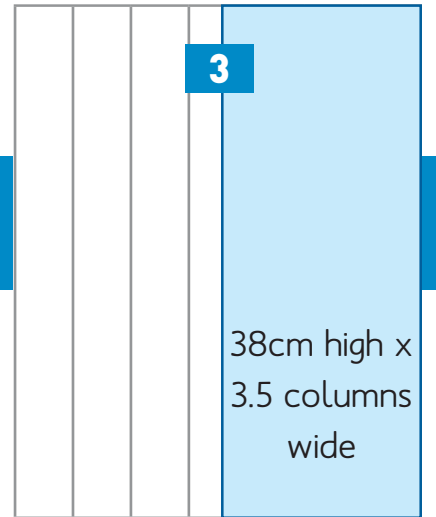
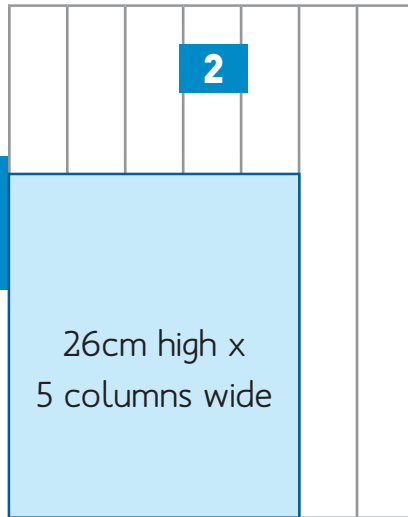
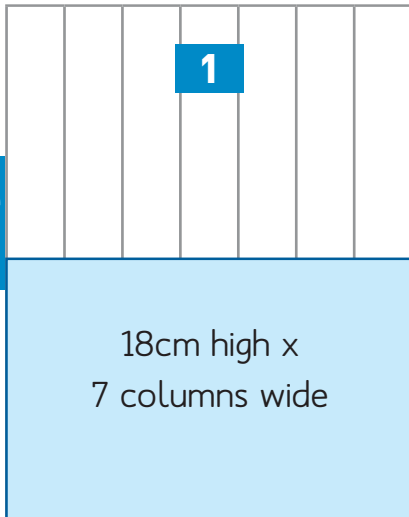
COLUMN WIDTHS	
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

**Full Page**

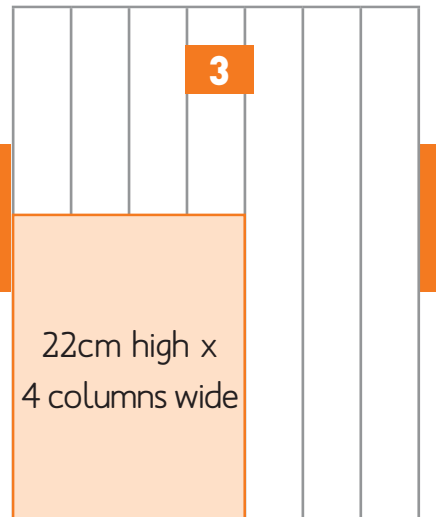
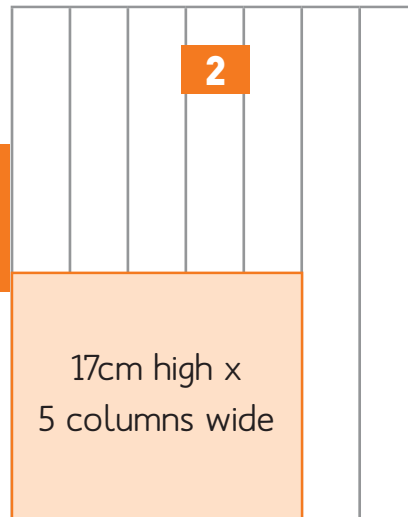
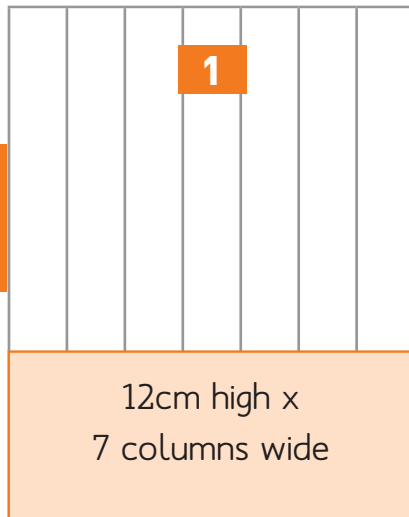
38cm high x  
7 columns wide



**Half Page Options**



**Third Page Options**



**Quarter Page Options**

