Australian Pork NEWSPAPER

The only specialised pork newspaper **20/21 MEDIA KIT**

National direct mail circulation of the Australian Pork Newspaper is over 1000. 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.

RATES AND SIZES

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
Dec 2020	Nov 18	Nov 25	Nov 30
Jan	Dec 21	Jan 6	Jan 11
Feb	Jan 27	Feb 3	Feb 8
Mar	Feb 24	Mar 3	Mar 8
Apr	Mar 24	Mar 31	Apr 6
May	Apr 28	May 5	May 10

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

Advertising and Marketing • ads@collins.media
PO Box 162 Wynnum Qld 4178 • Unit 14, 51 Industry Pl, Wynnum

T: 07 3286 1833 | www.porknews.com.au

A Collins Media Publication. Collins Media Pty Ltd trading as Australian Pork Newspaper ACN 159 051 500 ABN 43 159 051 500

ADVERTISING SPECS

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

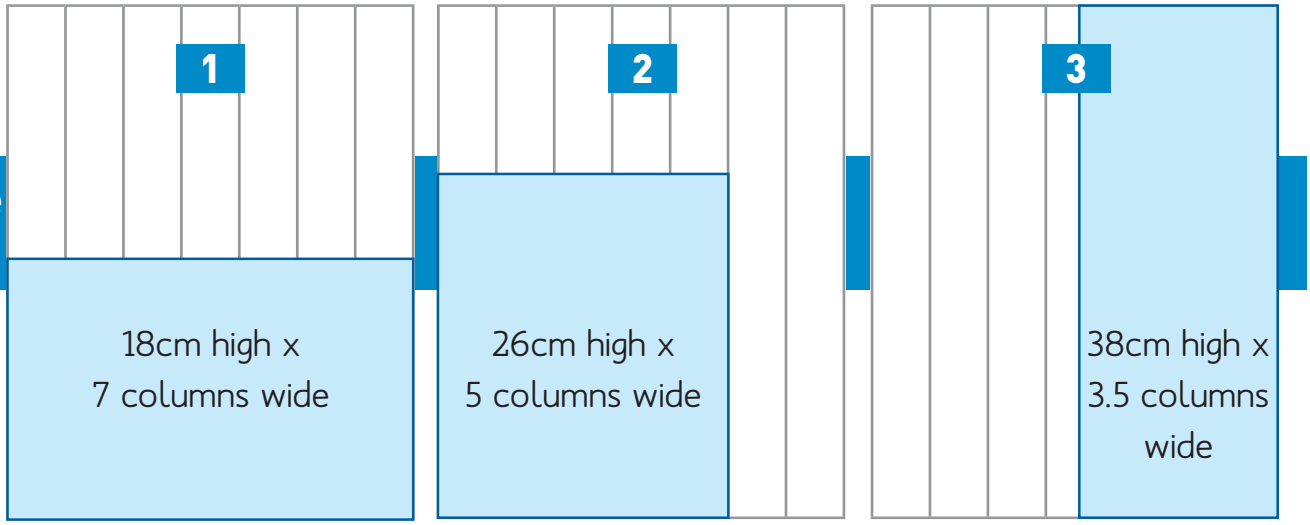
COLUMN WIDTHS	
1 column	3.38cm
2 column	7.14cm
3 column	10.96cm
4 column	14.75cm
5 column	18.54cm
6 column	22.33cm
7 column	26.13cm

Full Page

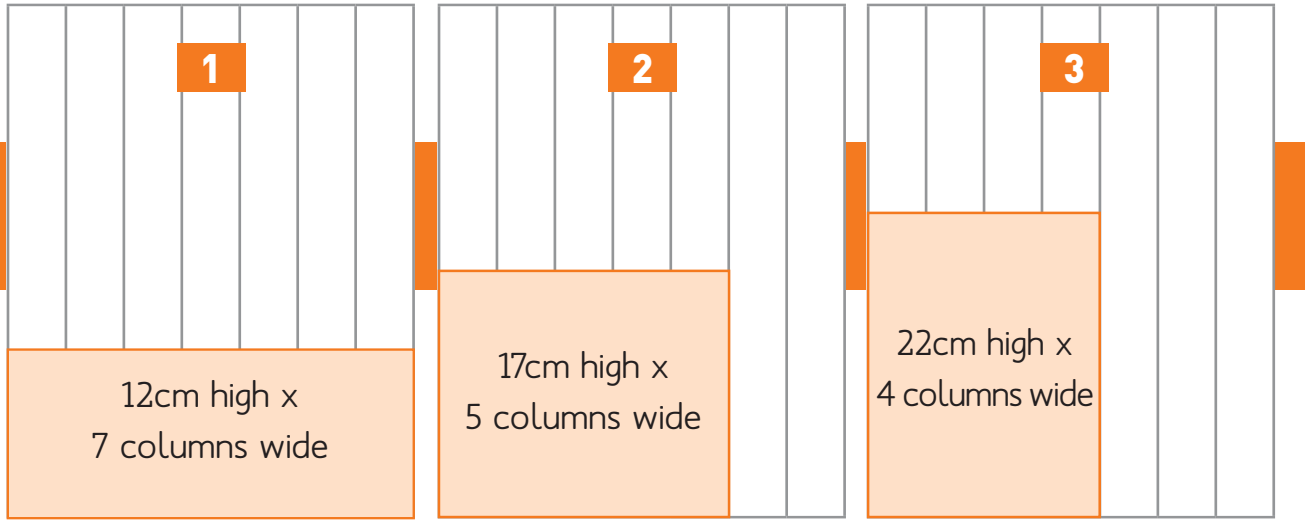
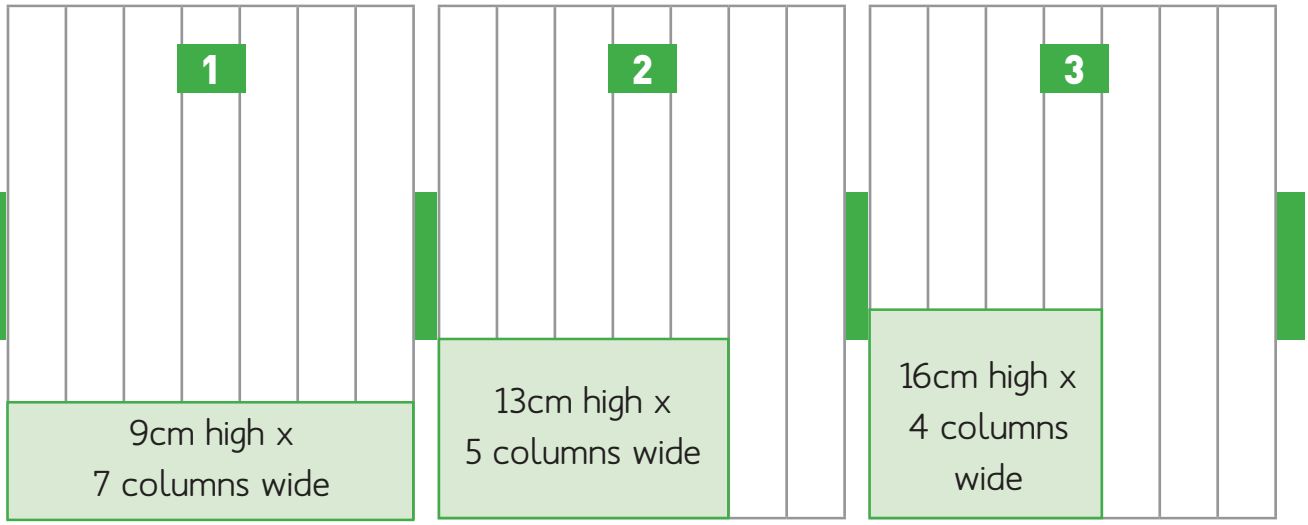
38cm high x
7 columns wide

Australian Pork NEWSPAPER

Half Page Options



Third Page Options



Quarter Page Options