

# NZ Herefords

## NZ Hereford Magazine 2024 Rate Card

- 5,000 copies printed and distributed to commercial farmers and breeders in conjunction with the April 2024 edition of Country Wide.
- 2,000 circulated at National Bull Sale and registered bull sales throughout the year.

**DISTRIBUTION DATE**  
April 2024

**BOOKING DEADLINE**  
Friday 1st December 2023

**MATERIAL DEADLINE**  
Friday 15th December 2023

**EARLY BIRDS**  
10% discount if booked  
and material provided by  
**5pm Friday**  
**24th November 2023**



## MAGAZINE RATES



**FULL PAGE:**  
**\$1950 + GST**  
210mm w x 297mm h  
**PORTRAIT ONLY**  
(include a 3mm bleed)  
180mm x 264mm (non bleed) portrait only



**HALF PAGE:**  
**\$1050 + GST**  
180mm w x 130mm h



**QUARTER PAGE:**  
**\$699 + GST**  
88mm w x 130mm h

**Artwork File Specifications:**

- All supplied artwork files must be either a press ready PDF or high resolution jpg.
- 3mm bleed/crop margins included.
- CMYK colour output profile with 300dpi images.
- Black text should be 100% black.
- We **don't** accept spot colours, RGB or 72dpi files.

**NOTE:** All prices are GST exclusive.



To secure your place in the 2024 Hereford magazine please download the magazine booking form from [www.herefords.co.nz](http://www.herefords.co.nz) and email to: [office@herefords.co.nz](mailto:office@herefords.co.nz)

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