

## The Cattleman Magazine 2010 Specifications

- Finished Size:** 297mm deep x 210mm wide
- Image Size:** 267mm deep x 182mm wide
- Full Page Bleed:** 303mm deep x 213mm wide
- Screen:** 150
- Material:** High resolution tiff or PDF files  
(fonts and graphics embedded),  
*via email or on CD*

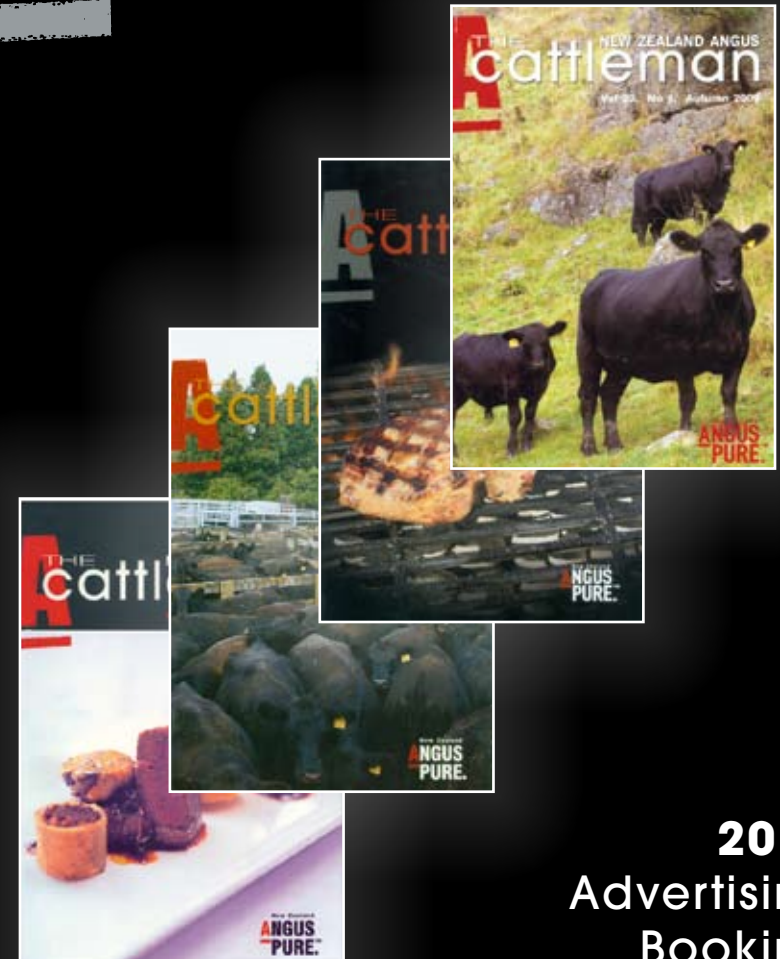
DEADLINES FOR ADVERTISING MATERIAL:  
**30<sup>TH</sup> JANUARY 2010**

### Contact

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# THE A **cattleman** ANGUS NEW ZEALAND



**2010**  
Advertising  
Booking  
Information

# AN ANGUS NEW ZEALAND PUBLICATION

Successfully market your cattle, products and services to over 5500 readers nationwide in New Zealand's only Angus Cattleman magazine.

**Quality:** The Angus New Zealand Cattleman magazine is a long established publication with a reputation for quality reading and presentation.

**Promotion:** This publication offers you the chance to reach a targeted farming audience as well as associated industry organisations. The magazine is distributed to 5500 commercial cattle farmers and stud breeders both nationwide and internationally.

**Timing:** The release date for the year 2010 edition of 'The Cattleman' is the 16th April 2010.

**Uniqueness:** The only publication, which features solely Angus beef cattle in NZ.

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**30<sup>TH</sup> JANUARY 2010**

## Advertising Rates (excl. GST)

NOTE: All NZAA members whose ads are finalised by the deadline of 30th January 2010 will receive a 10% discount off advertised rates.

|                             | Dimensions    | Black & White | Spot Red  | Colour    |
|-----------------------------|---------------|---------------|-----------|-----------|
| Double Page Spread          | -             | \$1480.00     | \$1700.00 | \$1900.00 |
| Full Page (image, no bleed) | 267mm x 182mm | \$770.00      | \$930.00  | \$1050.00 |
| ¾ Page                      | 195mm x 182mm | \$660.00      | \$770.00  | \$880.00  |
| ½ Page Vertical             | 267mm x 88mm  | \$495.00      | \$595.00  | \$695.00  |
| ½ Page Horizontal           | 130mm x 182mm | \$495.00      | \$595.00  | \$695.00  |
| 1/3 Page Horizontal         | 182mm x 88mm  | \$395.00      | \$495.00  | \$595.00  |
| ¼ Page Vertical             | 130mm x 88mm  | \$335.00      | \$385.00  | \$435.00  |
| ¼ Page Horizontal           | 182mm x 65mm  | \$335.00      | \$385.00  | \$435.00  |
| Bottom Page Strip           | 182mm x 25mm  | \$385.00      | \$450.00  | \$550.00  |

**Additional Charges:** If layout or additional preparation work is required additional to supply of material, extra charges will be incurred