

town&country farmer

**PUBLISHED
32 YEARS!**

ADVERTISING RATE CARD 2016

Since 1984, **Town & Country Farmer** magazine has been providing practical information about farming on a small acreage property.

For 30 years, **Town & Country Farmer** has been delivering essential information on traditional farming enterprises as well as a wide range of new and emerging industries.

With its focus on the practical aspects of living "the good life", **Town & Country Farmer** is both entertaining and informative.

The publishers have a small property so live and breathe the issues all day themselves.

Town & Country Farmer has a specialist team of writers who deliver information on a wide range of topics including choosing a property, farm planning and options – when and what to plant, stock selection, animal health, fire prevention, fencing, water management, farm machinery and maintenance. Articles on horses, alpacas and new product reviews appear in every issue.



2016 Publication dates and deadlines

Issue	Booking deadline	Material deadline	Publication date
January/February	December 1	December 8	December 28
March/April	February 2	February 9	February 25
May/June	April 5	April 12	April 28
July/August	June 7	June 14	June 30
September/October	August 2	August 9	August 25
November/December	October 3	October 13	October 27

Advertising rates

	Casual	x3	x6
Full page	2050	1845	1640
Half page	1230	1107	984
Third page	820	738	656
Quarter page	677	609	541

PREFERRED POSITIONS

Inside front cover	plus 25%
Outside back cover	plus 25%
Inside back cover	plus 15%
Trade Directory quarter page	3 issues - \$275 per issue 6 issues - \$250 per issue

Please note: GST not included in above rates. Agency commission: 10%

**TOWN & COUNTRY FARMER
IS NOW AVAILABLE ON ALL
DIGITAL PLATFORMS!**



To discuss your advertising requirements for both print and digital contact:

Max Hyde 0408 558 938 max@hydemediamedia.com.au

ADVERTISING REPRESENTATIVES

Hyde Media Pty Ltd
Mobile 0418 558 938
max@hydemediamedia.com.au





town&country farmer

Publisher

Max Hyde 0418 558 938
max@hydemedia.com.au

Editor

magazine@tacfarmer.com.au

Specifications

Advertising rates are based on print-ready material being supplied to the specifications below. Any studio services required will be charged at trade rates. Type area is constrained to the margins of the magazine content layout. Material should be supplied as print-ready PDF files in CMYK. The general resolution should be 2400dpi and scans no less than 300dpi. Town & Country Farmer does not accept Microsoft Publisher, Word, Excel or PowerPoint files. Extra charges will apply to Adobe InDesign, Pagemaker, Illustrator and Photoshop and QuarkXpress files. Film or bromide will not be accepted. All fonts must be collected or embedded. All images to be supplied as 300dpi CMYK jpeg, TIFF or EPS files. Spot colours must separate in CMYK and metallic colours are unacceptable. Minimum type size 6 point. For full-colour reverse type, minimum type size 7 point.

Booking	Trim size (mm) depth x width	Bleed size (mm) depth x width	Type area (mm) depth x width
Full page	297 x 210	303 x 216	287 x 200
Half page horizontal	147 x 210	150 x 216	137 x 200
Half page vertical	297 x 102	303 x 108	287 x 92
Third page horizontal	97 x 210	100 x 216	87 x 200
Quarter page horizontal	70 x 210	73 x 216	60 x 200
Quarter page vertical	147 x 102	150 x 105	137 x 92

DELIVERY email to max@hydemedia.com.au

Terms and Conditions

Advertising accepted for publication in Town & Country Farmer is subject to the conditions set out in these Terms and Conditions.

The publisher reserves the right to refuse to accept an advertisement for publication or to withdraw or cancel an advertisement at any time and the advertiser shall have no claim against the publisher other than for the refund of any money paid by the advertiser if the advertisement is not published. The publisher otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

The word "advertisement" may be used to identify advertising material that in the opinion of the publisher resembles editorial matter. The Advertiser warrants to the publisher that any

advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

The publisher and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless the publisher or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify the publisher or Hyde Media of any error immediately it appears. Unless notified, the publisher and Hyde Media accept no responsibility for any recurring error.

Follow us on social media



FACEBOOK

<https://www.facebook.com/tacfarmer>



TWITTER

<https://twitter.com/TACFarmer>



Advertisers and advertising agencies lodging material for publication in Town & Country Farmer indemnify the publishers, its directors, employees and its agents, including Hyde Media Pty Ltd, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licences or royalty rights and any and all other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.