

Media Kit

FarmGuide...
delivering your
business directly
to Farmers



What we do...

Have full access to the annually printed National publication and browse Australia's most comprehensive agricultural directory online.

Print

- ✓ Agricultural Information Articles
- ✓ Stud Breeders Guide
- ✓ Classified Directory
- ✓ Yearly Planners and more...

Online

- ✓ Online Advertising Programs
- ✓ Extensive Listings
- ✓ Blogs & Reviews
- ✓ Add your Business
- ✓ Facebook Posts and more...

Print and
Online Promotion
...working together

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FarmGuide...

delivering your business
directly to Farmers

FarmGuide is one of the largest online and print distributors to the farming community in Australia.

FarmGuide is a national publication that gives you access to Australia's farming community. Delivered by Australia Post, FarmGuide ensures your message gets directly to farmers and businesses related to farming across Australia.

FarmGuide gives you the flexibility to deliver your message nationally or state-by-state allowing you to select the distribution most relevant for your business.

FarmGuide
National
Readership*
84,750

Victorian
Readership
21,000[#]

NSW
Readership
25,500[#]

Queensland
Readership
16,500[#]

South
Australia
Readership
9,750[#]

Western
Australia
Readership
12,000[#]

* Readership based on 1.5 multiple usage per household.

Total number of books distributed Nationally 56,500.

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Testimonials

We think FarmGuide is great, but more importantly, so do our customers . . .

M Waugh - Katunga VIC

"FarmGuide caters for a wide range of farming activities. The information is very informative and easily found. My grandchildren love discussing the different types of spiders and reptiles"

D McGlashan - Bugaldie NSW

"Its quick and easy to use to look up contact details for so many resources across a broad agricultural sector. The size is great, can be used in or out of the office."

J Page - Warooka SA

"The information section in the front of the guide is very interesting and the Stud Breeders Guide is very helpful."

B Stewart - Kernot VIC

"Great to have breeders contact details and information. I like to read it cover to cover initially and then use it as reference"

J Loader - Ascot VIC

"It offers a wide variety of business in Rural and City areas. Also stock, materials, land, hotels and more, all in the one guide"

J Fouracres - Glenoran WA

"It's like a gigantic postcard giving a comprehensive picture of every aspect of agricultural pursuits and then some..."

G Godwin-Smith - Rolleston QLD

"It's a one stop shop for contact in all your agricultural needs. The industry and safety information sections are also very helpful."

E Porter - Parwan VIC

"A comprehensive guide covering a multitude of relevant and important agricultural related topics. Our family find it a terrific and easy reference resource. Well done!!"

W.M. Agnew - Millicent SA

"I have found that the Stud Breeders Guide is much more convenient than looking up seperate breed societys."

P & L Goften - Ingham QLD

"It's a hard copy sitting on the table to look for buying options instead of having to go to the internet."

C & M Lynch - Framlingham VIC

"It's great having everything farm related accessible in the one book. We find ourselves referencing it often throughout the year... thanks."

G Murphy - Hughenden QLD

"Good printed size, colour co-ordinated for various sections. Helpful information on a variety of topics like Snake ID + treatment, weed ID, CPR etc."

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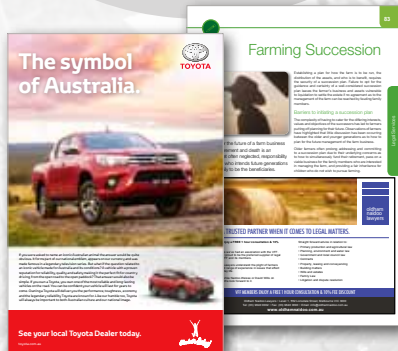
Farmings #1 Buying Guide

FarmGuide is regarded as the most authoritative agricultural buying guide available for the farming community.



Information Pages

A reference section with vital information required by farmers.



Stud Breeders Guide

An extensive directory of breeds of all types around Australia.



Classified Directory

An A - Z directory section to buy and sell products and services.



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Print Artwork specifications

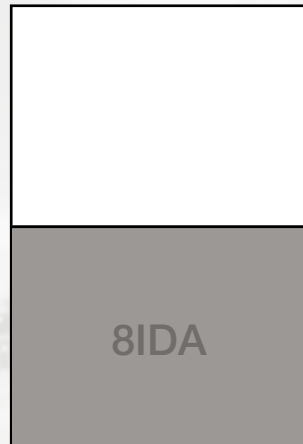
Information Pages

Full Page



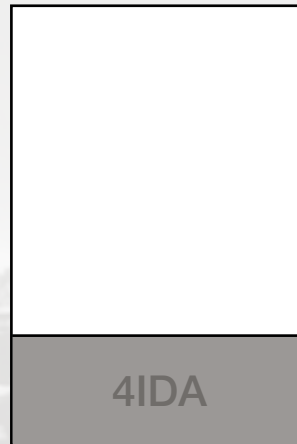
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Half Page



172Wmm x 118Hmm

Quarter Page



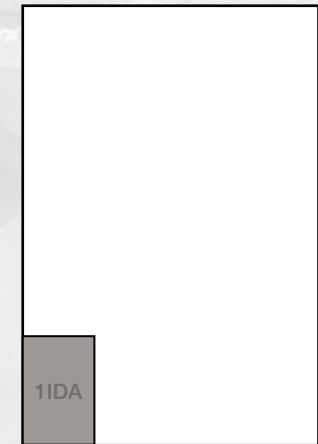
172Wmm x 58Hmm

Eighth Page



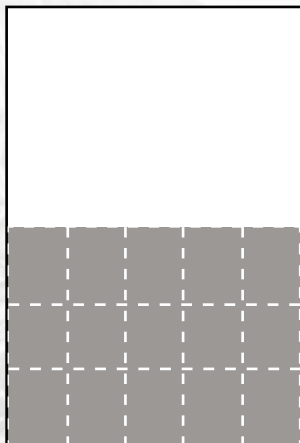
172Wmm x 29Hmm

Sixteenth Page



42Wmm x 58Hmm

Information Boxes



Info Box 1:	34.4mm W x 39.3mm H
Info Box 2 (Horiz):	34.4mm W x 39.3mm H
Info Box 2 (Vert):	34.4mm W x 78.6mm H
Info Box 3 (Horiz):	103.2mm W x 39.3mm H
Info Box 4 (Square):	68.8mm W x 78.6mm H
Info Box 5:	172mm W x 39.3mm H
Info Box 6:	103.2 W x 78.6mm H
Info Box 9:	103.2 W x 117.9mm H

Preferred File Format

Adobe PDF file (fonts embedded): Press Ready

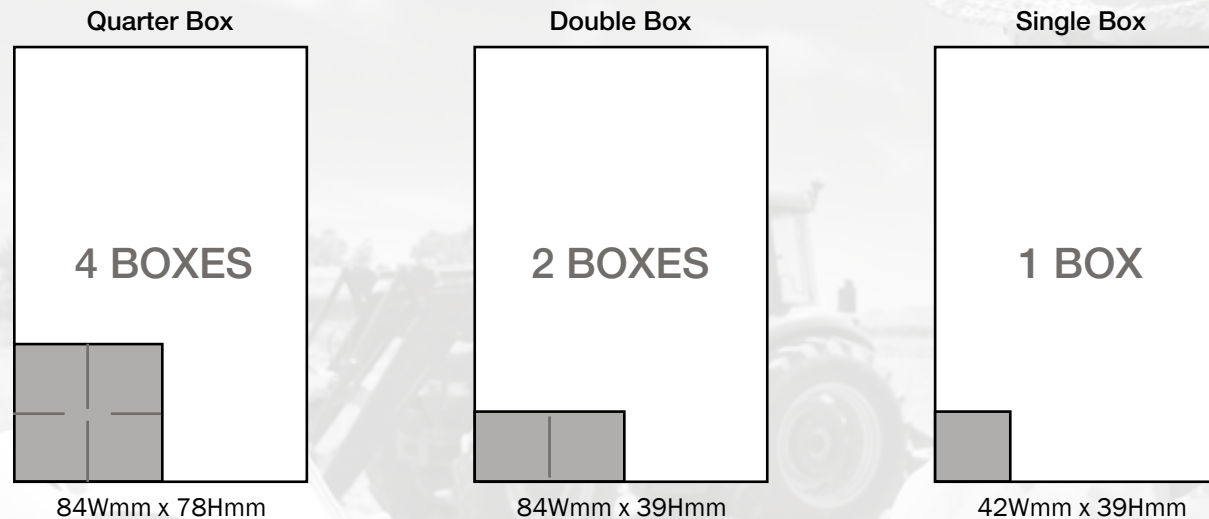
CMYK Colour / 300dpi Minimum

COVERS: 185mm x 275mm (plus 5mm bleed)

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Print Artwork specifications

Stud Breeders Guide



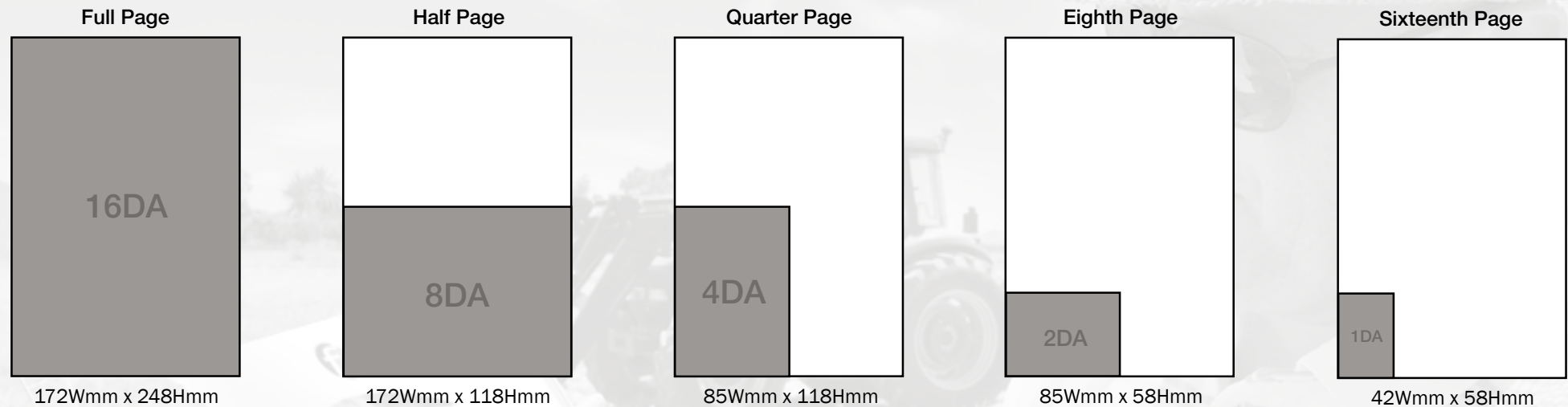
Preferred File Format

Adobe PDF file / Fonts embedded / Press Ready / CMYK Colour / 300dpi Minimum / No Bleed

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Print Artwork specifications

Classified Directory



Preferred File Format

Adobe PDF file / Fonts embedded / Press Ready / CMYK Colour / 300dpi Minimum / No Bleed

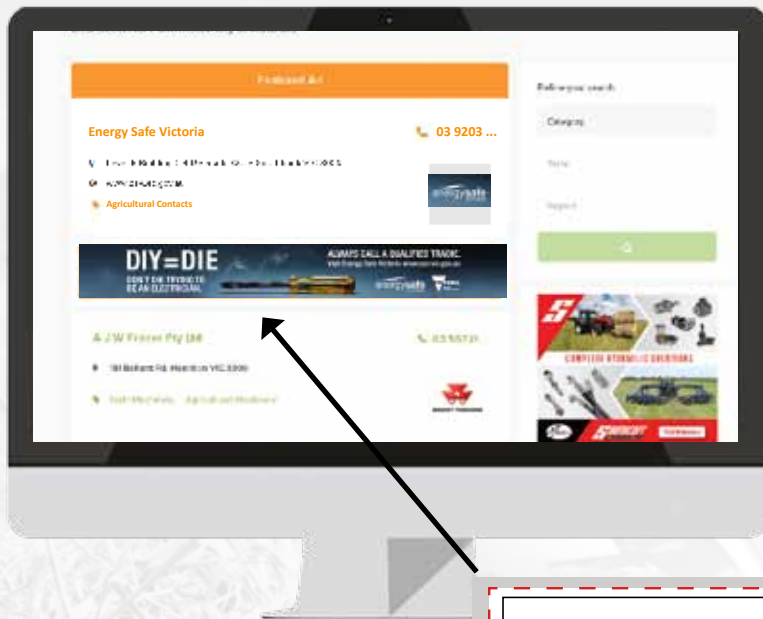
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Online and mobile specifications

DISPLAY TYPE	DISPLAY SIZE	DIMENSIONS (W x H)
FARMGUIDE WEBSITE		
PBA	Online Banner Advert	728 pixels x 90 pixels
PBO	Online Box Advert	300 pixels x 250 pixels

Preferred File Format (PNG FILES, JPEG FILES OR GIF FILES*)

* Destination URL will be hand-coded into file when supplied to FarmGuide.
 Supply URL information when providing artwork.
 Tracking will be automated through Google Analytics.
 Alternatively Clients may supply their own tracking code to the URL.



PBA - ONLINE BANNER ADVERT



PBO
ONLINE BOX ADVERT

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Artwork specifications

Print

DISPLAY TYPE	DISPLAY SIZE	DIMENSIONS (W x H)
INFORMATION PAGES		
16 IDA	Full Page	185mm x 275mm
8 IDA	Half Page	172mm x 118mm
4 IDA	Quarter Page	172mm x 58mm
2 IDA	Eighth Page	172mm x 29mm
1 IDA	Sixteenth Page	42mm x 58mm
CLASSIFIED DIRECTORY		
16 DA	Full Page	172mm x 248mm
8 DA	Half Page	172mm x 118mm
4 DA	Quarter Page	85mm x 118mm
2 DA	Eighth Page	85mm x 58mm
1 DA	Sixteenth Page	42mm x 58mm
OTHER		
COVER	185mm x 275mm (plus 5mm bleed)	
SDA	Stud Breeder Box	42mm x 39mm
INFO	Info Box	34.4mm x 39.3mm

Preferred File Format

PDF Press Ready / CMYK Colour / 300dpi Minimum / Fonts Outlined

Year Planner

DISPLAY	DISPLAY SIZE	DIMENSIONS (W x H)
TOP ROW	T	W160mm X H70mm
SIDE ROW	L or R	W80mm X H150mm
SIDE ROW	L or R	W80mm X H70mm

Preferred File Format

PDF Press Ready / CMYK Colour / 300dpi Minimum / Fonts Outlined

Online

DISPLAY TYPE	DISPLAY SIZE	DIMENSIONS (W x H)
FARMGUIDE WEBSITE		
PBA	Online Banner Advert	728 pixels x 90 pixels
PBO	Online Box Advert	300 pixels x 250 pixels

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