

AUSTRALIAN
agcontractor
& LARGE SCALE FARMER

rate card
2024



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If you want to get in touch with the increasingly important agricultural contracting sector, there is no better vehicle than Australian AG Contractor magazine. As a national publication with ties to contracting industry associations, AG Contractor magazine has established a strong following among Australian contractors.

Trends worldwide show the number and the scale of contracting operations are increasing. Contractors are buying larger equipment with progressively shorter time periods between purchases. Their annual spend on capital equipment is many times that of traditional farmers, who are moving toward smaller, less specialised equipment as their incomes decrease. All indications are that the dry conditions will push Australia further down this path as the number of individual farms decreases and they rely increasingly on specialist rural contractors.

Agricultural machinery suppliers face difficulty marketing their products and services directly to their contracting clients. General farming media options offer only fragmented market penetration and have proved to be less than cost-effective in many markets.

Australian AG Contractor magazine is a high-quality, glossy, full-colour, publication. It offers you the ideal way to communicate directly with the rural contractor market. Via our exclusive database, Australian AG Contractor is mailed free to all known agricultural contractors plus the largest farming properties throughout the country. It is also available on subscription to those who do not meet the publisher's criteria for complimentary copies, thus extending our reach even further.

Advantages of advertising in AG Contractor magazine:

- After nineteen years of publication we have developed intimate knowledge of the issues facing contractors throughout Australia.
- We bring our readers essential information on product development and new machinery entering the Australian market.
- Surveys show our readers particularly enjoy our in-depth profiles of contractors, which provide both human interest and ideas about how to succeed in a competitive marketplace.
- We are published by AML/AgriMedia, experienced rural publishers with a presence on both sides of the Tasman.

Australian AG Contractor fills a vital gap in the rural media market. This magazine represents the most effective, economical, credible and professional method of getting your important message across to your target market... without the wastage factors associated with other publications.

Editor: Scott Wilson
Advertising Sales: Justin Bowler
 Pulse – Media Sales



CNH INDUSTRIAL COMMITS TO CLOSER INDIGENOUS ENGAGEMENT AND PARTNERSHIPS WITH LAUNCH OF RECONCILIATION ACTION PLAN

CNH INDUSTRIAL AUSTRALIA HAS ANNOUNCED A SIGNIFICANT INITIATIVE, WITH THE LAUNCH OF THE RECONCILIATION ACTION PLAN (RAP), THE FIRST STEP IN RECONCILING WITH INDIGENOUS PEOPLE.

“Our commitment to our Indigenous people is a core value of CNH Industrial Australia. We are committed to working in partnership with Indigenous communities to create a more inclusive and sustainable future for all. The RAP is a key part of this commitment and will focus on building relationships, creating opportunities and supporting Indigenous communities to thrive.”

“The RAP is a commitment to our Indigenous people and a key part of our corporate social responsibility. It will focus on building relationships, creating opportunities and supporting Indigenous communities to thrive. The RAP is a commitment to our Indigenous people and a key part of our corporate social responsibility. It will focus on building relationships, creating opportunities and supporting Indigenous communities to thrive.”

CUSTOMER FEEDBACK HELPS VALTRA Q WIN RED DOT DESIGN AWARD

VALTRA Q HAS WON THE 2023 RED DOT DESIGN AWARD FOR BEST PRODUCT DESIGN. THE AWARD IS ONE OF THE MOST PRESTIGIOUS IN THE WORLD AND IS A TESTAMENT TO THE QUALITY AND INNOVATION OF THE PRODUCT.

“We are proud to have won the Red Dot Design Award for Best Product Design. This is a testament to the quality and innovation of the Valtra Q. We are committed to providing our customers with the best possible experience and we are proud to have won this award. The award is a testament to the quality and innovation of the Valtra Q. We are committed to providing our customers with the best possible experience and we are proud to have won this award.”



PÖTTINGER BOSS 3000 - THE LATEST VERSION OF THE CLASSIC

REINFORCED THE CHASSIS OF THE BOSS 3000 TO MAKE IT EVEN MORE ROBUST AND DURABLE. THE BOSS 3000 IS THE PERFECT TRACTOR FOR THE HEAVY DUTY FARMER.

THE NEW BOSS 3000

“The new Boss 3000 is a testament to the quality and innovation of the Pöttinger brand. It is a tractor that is built to last and is designed to provide our customers with the best possible experience. The new Boss 3000 is a testament to the quality and innovation of the Pöttinger brand. It is a tractor that is built to last and is designed to provide our customers with the best possible experience.”

LATEST. GREATEST.


THE ALL NEW FENDT 1000 IS PERFECT FOR THE HEAVY DUTY FARMER. THE FENDT 1000 IS THE PERFECT TRACTOR FOR THE HEAVY DUTY FARMER.

“The all new Fendt 1000 is a testament to the quality and innovation of the Fendt brand. It is a tractor that is built to last and is designed to provide our customers with the best possible experience. The all new Fendt 1000 is a testament to the quality and innovation of the Fendt brand. It is a tractor that is built to last and is designed to provide our customers with the best possible experience.”

Publication Dates & Deadlines 2024

ISSUE & NUMBER	ADVERT BOOKING DEADLINE	ADVERT MATERIAL DEADLINE	DATE OF PUBLICATION
January/February No. 140	4 th December 2023	14 th December 2023	15 th January
March/April No. 141	6 th February	12 th February	1 st March
May/June No. 142	3 rd April	8 th April	1 st May
July/August No. 143	4 th June	10 th June	1 st July
September/October No. 144	6 th August	12 th August	1 st September
November/December No. 145	8 th October	14 th October	1 st November
January/February 2025 No. 146	3 rd December 2024	10 th December 2024	15 th January 2025

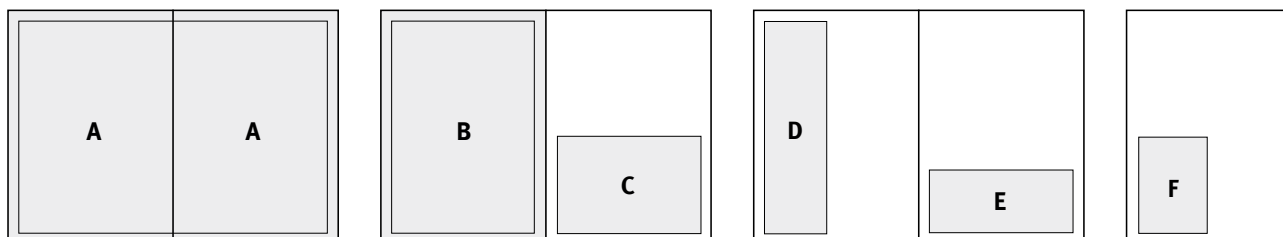
Editorial Features 2024

 australian ag contractor <small>A LARGE SCALE FARMER</small>	EQUIPMENT FOCUS	SPECIAL FEATURE(S)	EDITORIAL DEADLINE	DATE OF PUBLICATION
January/February No. 140	What's New in: Sprayers and spraying technology	Precision Farming	27 th November 2023	15 th January
March/April No. 141	What's New in: Cultivation equipment and ploughs	Seeding equipment and precision planters	1 st February	1 st March
May/June No. 142	What's New in: Tractors mid-large range horsepower	Machinery Finance	27 th March	1 st May
July/August No. 143	What's New in: Hay and silage equipment including mowers, rakes, balers and loader wagons	Home grown 'Australian Machinery'	31 st May	1 st July
September/October No. 144	What's New in: Bale wrappers, bale handling equipment, feedout wagons and telehandlers	Hay and Silage consumables - wrap, twine and inoculants	31 st July	1 st September
November/December No. 145	What's New in: Grain Harvesting equipment and technologies	Fertiliser spreaders and fertiliser technology	2 nd October	1 st November
January/February 2025 No. 146	What's New in: Sprayers and spraying technology	Precision Farming	26 th November 2024	15 th January 2025

REGULAR FEATURES: Technology | Contractor Profiles | Across the Ditch | Equipment Updates | Industry Associated News

Rate Card 2024

SIZE CODE	SIZE mm (H x W)	DESCRIPTION	BLACK & WHITE	COLOUR
A	297 x 420 + 5mm bleed	Double Page Spread	A \$4830.00	A \$6340.00
B	297 x 210 + 5mm bleed	Full Page	A \$2860.00	A \$3590.00
C	125 x 180	Half Page Landscape	A \$1770.00	A \$2150.00
D	267 x 88	Half Page Portrait	A \$1770.00	A \$2150.00
E	85 x 180	One Third Page Landscape	A \$1370.00	A \$1590.00
F	125 x 88	Quarter Page	A \$1070.00	A \$1230.00



Special positions: add 15% **Covers:** Inside Front Cover - add 20% Inside Back Cover - add 15% Outside Back Cover - add 20% **Inserts:** Quotations on request
Cancellations: Two weeks prior to advert booking deadline (Please refer to full terms and conditions). PLEASE NOTE: All prices are exclusive of GST



ADVERTISING

Pulse – Media Sales

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Artwork to:

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production specifications

Australian AG Contractor & Large Scale Farmer: True A4

produced on a Sheet Fed Offset Printing Press and staple bound.

Covers: 300gsm gloss art paper, gloss seal on outside

Inside Pages: 100 or 115gsm gloss art paper

Trim size: 297 x 210mm **Bleed size:** 307 x 220mm

Digital Files

We require high resolution PDF files with all fonts embedded. All images within the PDF document must be CMYK and a minimum of 300dpi.

Use the 'Press Quality' setting in Acrobat and Acrobat Distiller when creating your PDF files.

Original Files

Where a PDF file is unable to be provided we can also accept original files created using Indesign, Illustrator or Photoshop.

Fonts

Unless there are large amounts of text, convert all fonts to paths. All fonts used should be documented and be embedded in the EPS file.

Graphics

Save all linked files in TIF format. Colour or greyscale scans should be at 300dpi, line art at 600dpi. Scans should be supplied at the same size and correct resolution as used in the final advertisement. Ensure all external linked files are supplied, with the file, on disc and that they are current (i.e. have not been modified since placement).

Digital Photographs

When providing images taken on digital cameras a high quality image is required. A jpeg at minimum file size of 2mb is recommended. Equal to a setting of "Better" on some cameras.

Colour

Full colour advertisements must be created using the CMYK (Cyan, Magenta, Yellow, Black) colour mode. RGB (Red, Green, Blue) images will print out as greyscale. Please convert any Spot or Pantone colours used to a CMYK value.

File Preparation

Create the dimensions of the document page the same as the actual size of the advert. Keep all text boxes and graphics completely within 10mm of the trim boundaries of the page.

Please ensure all double page and full page adverts contain at least 5mm bleed around each side of the advert.

All black text needs to be set at a CMYK value of only 100% Black(K) as black text using all of these 4 colours is difficult to register. Large solid blocks/areas of black need to be a CMYK value of 20% Cyan(C) and 100% Black(K) to produce an intense and rich black.

Delete all unused colours, empty text boxes and all unused elements off the pasteboard area, outside the page.

Where possible include a laser copy of the final advertisement with your disc.

Email

When emailing files please state which publication the advert is for and give the advertisers name and full contact details.

Files should be sent to: artwork@pulsehub.com.au