

Rural Business

The trade magazine for Rural Merchandise

Target your articles to our readership

Our readers work in the rural merchandise industry – as resellers, agronomists and advisers – or for the companies that supply them with ag and vet products, fertilisers, technology, etc. *Rural Business* is not read by farmers.

Target your articles to one of our five sections

- Agribusiness – industry and company news, up to 700 words with a photo or two.
- On the Move – people and appointments, up to 200–300 words with a head and shoulders photo.
- Rural Business – feature-length stories, up to 1000 words plus photos.
- Merchandise – product news, up to 700 words with a photo or two.
- Market Insights – special targeted features, up to 700 words with a photo or two.

Here are our editorial requirements

- Editorial should be in Word format with no fancy formatting (PDFs are OK too).
- Please keep to the above maximum word counts.
- Quote somebody in your article or you will be pestered until you do so (not essential for On the Move articles).
- Images should be high resolution JPG attachments (photos inserted into Word or PDF docs will not be considered for publication). Original size is best but aim for at least 1 MB. The better the photo, the bigger we can run it.
- Graphs and charts should be high resolution PDF or JPG attachments.
- Include captions for all photos, charts, etc.
- All articles will be edited to fit in with our editorial style and for length. Check *Rural Business* to see how we handle names (surnames rather than first names after the first mention), job titles (no caps), ©, ® and TM symbols (we strip them out), quotes, punctuation, etc.

Deadlines are important!

Our editorial deadline is around the 15th of the month prior. Talk to the editor if you look like being late. We can be flexible if we know what is coming.

Stuck for a story idea?

Here are a few suggestions: new staff, new products, registrations, permits, label claims, success stories, on-farm testimonials, field days, product trials, reseller profiles, company news, staff awards, special promotions, campaigns, conferences, seminars, training days, etc.

Lastly, if you are not a professional writer . . .

. . . and you're tempted to write your own articles, please consider using a PR agency or freelance writer instead. The cost can be quite reasonable and the results will be worth it – for you, for us, and for our readers!

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