

Rural business

The trade magazine for Rural Merchandise

Media Kit 2021

REGULAR FEATURES

AGRIBUSINESS
NEWS

ON THE MOVE

RURAL BUSINESS

MANAGEMENT

MERCHANDISE

2021 MARKET
INSIGHTS

READERSHIP
PROFILE

EDITORIAL TIPS

ADVERTISING SPECS



Media Kit

Readership profile

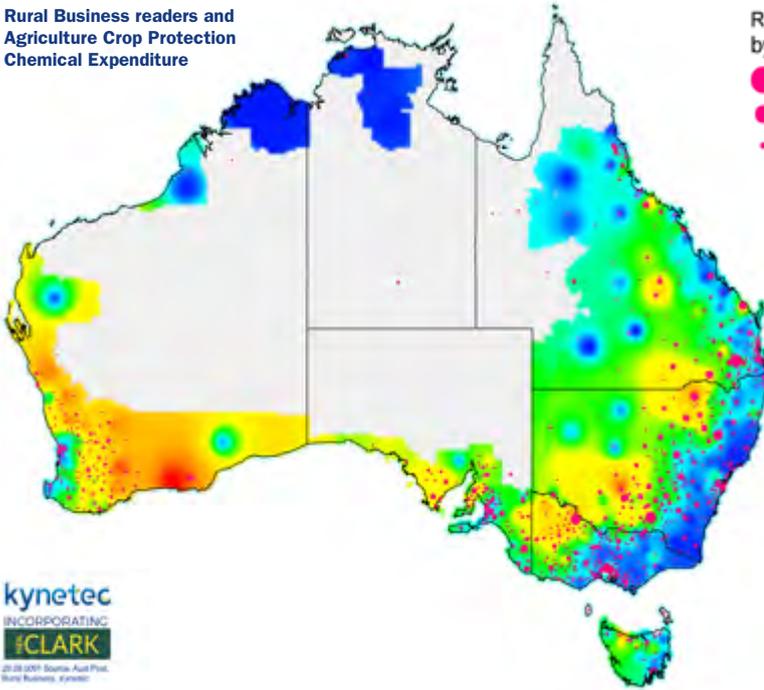
Rural Business is a “trade magazine”. Our primary audience is the retail network that sells inputs to farmers (approx 73% of readers). These readers are the owners and managers of the retail businesses, and their employees, who provide advice and make product recommendations to farmers.

Our secondary audience is the supplier companies / manufacturers who sell these inputs to the retail network (approx 27% of readers). These suppliers are primarily crop protection, animal health, animal nutrition, fencing, seed and fertiliser companies. Our supplier network readership is dominated by sales, marketing, technical and logistics personnel.

Rural Business provides a comprehensive series of Market Insights - generally on a timeframe that suits the re-seller enquiry for your products. Advertisers are invited to support their advertising with editorial for these Market Insights. You should consider advertising in *Rural Business* magazine if you sell products and services to the rural retail distribution network or you provide inputs, products and services to the companies that operate in the Australian agricultural marketplace.

Rural Business is an A4 sized publication produced on quality stock. The circulation of *Rural Business* is approximately 2700 and is published 11 times / year (Jan and Feb are combined).

Rural Business readers and Agriculture Crop Protection Chemical Expenditure



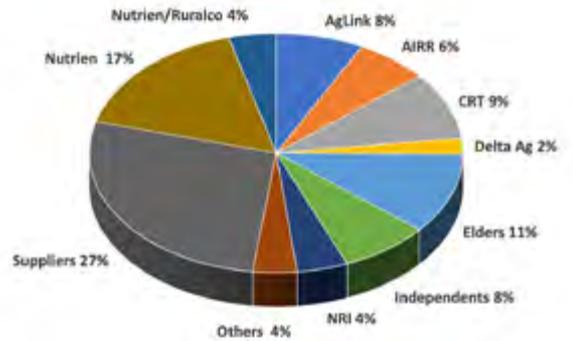
Rural Business Readers by Postcode



Est Ag-Chem Spend



Rural Business readers by organisation



kynetec
INCORPORATING
fCLARK
25.08.2017 Status: Audit Proof
Rural Business - Kynetec

Specifications

Material

Advertising material should be supplied as an Acrobat PDF – optimised with hi-resolution graphics and fonts embedded – distilled for final CMYK output at 300 dpi. All Full page and Double page spread PDFs must include crop marks and 3mm bleed all round.

Deadline

Bookings and material due:
15th of month prior.

Digital rates and specs available upon request

Dimensions

Double page spread

Trim

incl. 3mm bleed and crop marks

Full page (A4)

Trim

incl. 3mm bleed and crop marks

Half page

Horizontal

Vertical

One-third page

Horizontal

Vertical

Quarter page

Horizontal

Vertical

Flysheet

Horizontal

Depth x Width

297mm x 420mm

303mm x 426mm

297mm x 210mm

303mm x 216mm

125mm x 188mm

255mm x 90mm

85mm x 188mm

255mm x 58mm

65mm x 188mm

190mm x 58mm

105mm x 297mm

ISSUE: Market Insights

February	Knockdown & pre-emergent herbicides Cattle health Seed treatments & coatings
March	Fencing, livestock handling & ID Snail & slug control Fertilisers
April	Adjuvants & spray application Winter pastures & forage Winter cropping
May	Post-emergent herbicides Rodent & vertebrate pest control Tropical agriculture & sugar cane
June	Technology in agriculture Fungicides Protected Cropping

July	Sheep care & health Biologicals Small farms
August	Water supply & irrigation Spring horticulture & viticulture Fodder conservation & pasture
September	Summer cropping Dairy Animal nutrition & supplements
October	Resistance management Grain protection Specialty fertilisers & nutrition
November	Summer horticulture Business solutions & technology
December	Seeds Product development & regulatory services

Editorial Tips

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 advised 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.

Rural Business magazine is where I go to keep up with who, where & what's happening in the commercial crop & animal health ag sector. It gets read from cover to cover every month.

Tony R, Great Northern Rural Services.

What *Rural* Business means to the rural merchandise industry

Rural Business magazine is our direct communication channel to rural resellers nationwide. It is a great resource for keeping our customers well informed about new products and technologies.

Maria F, Boehringer Ingelheim

Rural Business continues to be the magazine of choice for rural retail. It has allowed the agricultural industry to remain connected during a challenging time, particularly where visits from suppliers and other stakeholders to rural branches has been limited.

Ian S, AgLink Australia

You'll always find copies of the magazine on the front counters and lunch rooms of our branches across Australia.

Nutrien Ag Solutions

A great way to showcase your brand to the wider market.

Ian C, UPL

A great read for the rural industry, keeping our staff abreast of major agricultural industry news across suppliers, manufacturers and rural distribution.

Mark G, AGnVET

Rural Business is a great way to keep abreast of the latest happenings with the agricultural industry, covering key topics such as markets, people and products. When we advertise in *RB*, we know it will be seen.

Peter S, Barenbrug

Rural Business magazine is recognised by *CropLife* and our members as the premier and leading trade magazine for the rural and agricultural retail supply network. It remains the key publication for news and information for the sector and is why it is chosen as the official media partner for *CropLife Australia*.

Matthew C, CropLife

For all the latest news, whether commercial, technical, trends, or people moves; *Rural Business* is the go-to publication for *FMC* to reach the market – quality and consistency every month!

FMC Australasia

For *Corteva Agriscience*, *Rural Business* is a well presented professional magazine that is key in our communication to the reseller market. It's a valuable asset in the rural sector.

Karen D, Corteva Agriscience

Rural Business magazine is a great way for us to keep our customers abreast of what's going on in our business, and share some insights into the future. All of our customers read it, so it's the first place we go.

Glen A, Proagrica

Agsafe engage with *Rural Business* to raise awareness of the stewardship programs and safety services we deliver to the agvet sector. The editorials and advertisements have a broad reach across the agvet supply chain which help enhance our communications. *Rural Business'* continued support for agricultural stewardship and safety helps *Agsafe* deliver our programs to the whole supply chain.

Dominique D, Agsafe

Rural Business magazine is a terrific quality publication that updates our industry on all aspects of the agribusiness supply chain, and provides a great platform for innovation and productivity developments.

Gerard H, Delta Agribusiness

Thanks for your ongoing support on the importance of maintaining good livestock health and treatments. Plus your ongoing communication on mental health is fantastic.

Mark W, Zoetis

Contact Us

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