

All-new designed farming catalogue delivered to roadside mailboxes across Australia.

'Our advertising results from Farmer Direct have been well above our expectations. It's the best value advertising that we have done.'

Peter Boulton, (RatBarrow.com.au)

OUR REACH: DELIVERED TO 600,000 RMB'S QUARTERLY



NSW

180,000
copies plus



QLD

160,000
copies plus



VIC & TAS

150,000
copies plus



SA & NT

70,000
copies plus



WA

35,000
copies plus

MASSIVE COVERAGE • RURAL TARGET • GREAT RESULTS • COST EFFECTIVE

MASSIVE DISTRIBUTION

Be a part of the *farmer direct* advertising catalogue and advertise your products in every state's roadside mail boxes (RMB's) distributed by the Australia Post network.

EASY TO READ

The *farmer direct* catalogue is easy-to-read size, offering a wide range of rural products. Printed on lightweight gloss-coated paper and folded to a convenient size for RMB delivery.

GUARANTEED DELIVERY

Direct mail is one of the most reliable means of product marketing in the country today. Your message is delivered direct to the farmer for convenience.

YOUR CHOICE OF COVERAGE

Advertise your message in one, two or every state in Australia. *farmer direct* is distributed quarterly into New South Wales, Queensland, Victoria, South Australia, Tasmania, Northern Territory and Western Australia.

BIG SAVINGS

Direct mail on a state-wide basis can be quite costly when you go it alone. By using the *farmer direct* rural catalogue, you can advertise your products at a fraction of the cost.

BREAK NEW GROUND

Reach new customers and generate more sales with the massive distribution the *farmer direct* rural catalogues can offer your business.



Turn over for 2023 advertising information ➡

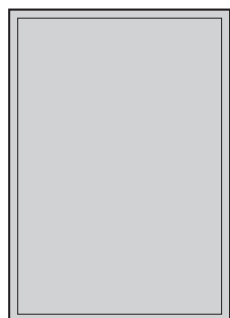
Release dates

NSW	QLD	VIC & TAS	SA & NT	WA
6 Mar	20 Feb	6 Feb	23 Jan	20 Mar
5 Jun	22 May	17 Apr	3 Apr	19 Jun
4 Sep	21 Aug	3 Jul	17 Jul	2 Oct
20 Nov	6 Nov	18 Sep	16 Oct	4 Dec

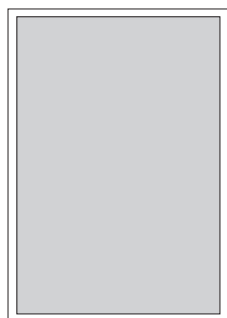
ADVERT SIZE	NSW	QLD	VIC & TAS	SA & NT	WA
Quarter Page	\$1320	\$1235	\$1210	\$825	\$550
Front Page	\$2,640	\$2,470	\$2,420	\$1,650	\$1,100
Half Page	\$2,640	\$2,470	\$2,420	\$1,650	\$1,100
Full Page	\$4,800	\$4,500	\$4,400	\$3,000	\$2,000
Double Page	\$9,600	\$9,000	\$8,800	\$6,000	\$4,000

Prices are per edition. All advertising rates exclude GST

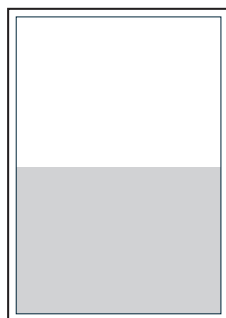
ADVERT SIZE	BOOK 4 ADVERTS IN A SINGLE STATE & SAVE	BOOK 8 ADVERTS ACROSS MULTIPLE STATES & SAVE	BOOK 20 ADVERTS ACROSS ALL STATES & SAVE
Quarter Page	5%	10%	20%
Front Page	10%	20%	25%
Half Page	10%	20%	25%
Full Page	15%	25%	30%
Double Page	30%	35%	45%



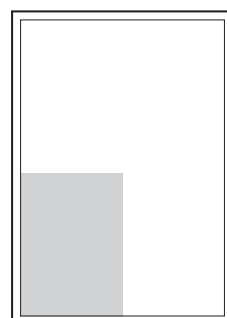
Full page (FD84B)
260 mm x 200 mm (h x w)
+5 mm bleed



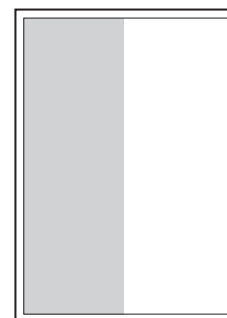
Full page (FD84)
244 mm x 184 mm (h x w)
No bleed



Half page horizontal (FD44)
120 mm x 184 mm (h x w)
No bleed



Quarter page (FD42)
120 mm x 90 mm (h x w)
No bleed



Half page vertical (FD82)
244 mm x 90 mm (h x w)
No bleed

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Published by Pulse Hub Pty Ltd, (ABN: 50 117 547 190)
a division of McPherson Media Group 7940 Goulburn Valley Hwy, Kialla, VIC 3631