



SPECIAL OFFER

UP TO  
**35%**  
OFF!

Due to a number of field days and events being cancelled and businesses missing the opportunity to speak to new customers, *Farmer Direct* would like to offer new advertisers some help by reaching our extensive rural audience with an outstanding discount of up to 35% off advertisements for the following round of state issues. Along with the government's announcement of the instant asset write-off threshold being increased to \$150,000 per asset until December 31, 2020, this represents a great opportunity to speak to new customers and test the power of *Farmer Direct*, Australia's largest circulating agricultural publications.

The upcoming distribution dates for *Farmer Direct* in 2020 are:

- **Farmer Direct QLD November 9 HURRY BOOK NOW**  
(Delivered to over 160,000 rural properties via Australia Post with the mail)
- **Farmer Direct NSW November 23 HURRY BOOK NOW**  
(Delivered to over 180,000 rural properties via Australia Post with the mail)
- **Farmer Direct WA November 30**  
(Delivered to over 35,000 rural properties via Australia Post with the mail)
- **Farmer Direct SA-NT January 25**  
(Delivered to over 70,000 rural properties via Australia Post with the mail)
- **Farmer Direct VIC-TAS February 1**  
(Delivered to over 150,000 rural properties via Australia Post with the mail)

**DELIVERED TO OVER  
600,000 ROADSIDE MAIL  
BOXES EVERY QUARTER!**

Spaces are limited, due to maximum page limits, so be sure to secure your spot immediately.

SIZE	NSW		QLD		VIC & TAS		SA & NT		WA	
Quarter Page	<del>\$1,200</del>	\$900	<del>\$1,125</del>	\$843.75	<del>\$1,100</del>	\$825	<del>\$750</del>	\$562.50	<del>\$500</del>	\$375
Half Page	<del>\$2,400</del>	\$1,680	<del>\$2,250</del>	\$1,575	<del>\$2,200</del>	\$1,540	<del>\$1,500</del>	\$1,050	<del>\$1,000</del>	\$700
Full Page	<del>\$4,800</del>	\$3,120	<del>\$4,500</del>	\$2,925	<del>\$4,400</del>	\$2,860	<del>\$3,000</del>	\$1,950	<del>\$2,000</del>	\$1,300
Front Page	<del>\$2,400</del>	\$1,680	<del>\$2,250</del>	\$1,575	<del>\$2,200</del>	\$1,540	<del>\$1,500</del>	\$1,050	<del>\$1,000</del>	\$700
Double Page	<del>\$9,600</del>	\$6,240	<del>\$9,000</del>	\$5,850	<del>\$8,800</del>	\$5,720	<del>\$6,000</del>	\$3,900	<del>\$4,000</del>	\$2,600

All advertising rates exclude GST

For more information on *Farmer Direct* advertising, contact:  
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View all current editions at [www.farmerdirect.com.au](http://www.farmerdirect.com.au)