

**Advertise
where your
grass is
greenest**

Stuff

**NORTH
& SOUTH
ISLAND
EDITIONS**

MEDIA INFORMATION 2026

NZFarmer **Kaipāmu o Aotearoa**

NZFarmer

Kaipāmu o Aotearoa



Rural media for tomorrow

NZFarmer is the best way to get your business into more rural mailboxes, and under the noses of more key decision-makers.

With a nationwide readership of 184,000* and unique North Island and South Island editions NZFarmer ensures your messaging reaches farmers in their homes.

Packed full of industry news, community stories, expert commentary, review and in-depth analysis, it connects businesses with rural customers, and feeds real year-on-year growth.

**Nationwide
Readership:**

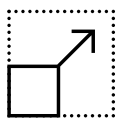
184,000

Stuff

NZFarmer

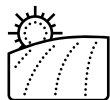
Kaipāmu o Aotearoa

Why advertise with NZFarmer?



Superior reach

NZFarmer is delivered free each month to all farm income dependent households and ensures your messaging gets directly into the hands of your audience.



Geographic targeting

With our NZFarmer North and NZFarmer South editions you can choose to target the geographic region most relevant to your business or secure a nationwide buy.



Content that connects

Our North Island and South Island editions mean NZFarmer delivers the best industry leading content alongside spotlights on more regional events and news.



Print drives action

Farmers are big users of Rural Print (88%). Most importantly they trust Rural Print, which in turn influences their thinking and behaviour. 73% will call or visit a website to find out more about products/services they've read about in a rural publication. **



Multi-channel solutions

The NZFarmer magazine is part of a wider rural product suite. Talk to your Media Specialist about how we can deliver an integrated campaign across digital, EDM's social, events, audio and video to maximise results.



Backed by data

Our campaigns are backed by research and insights and created by experienced media specialists to ensure you get the best return on investment.

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Advertising rates

News | Features | Opinion | Farm Machinery | Lifestyle | Reviews | Markets

Premium Positions

Size	North or South	National
Front Page Solus	\$2,000	\$3,800
Front Page Lug	\$500	\$900
Page 2 Full Page	\$3,000	\$5,220
Page 3	\$1,950	\$2,990
Back Cover	\$3,250	\$5,980

North Island or South Island Buy



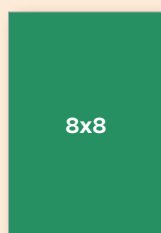
Size	Casual	3 Months	6 Months	12 Months
Full Page	\$2,500	\$2,125	\$2,000	\$1,875
Half Page Horizontal	\$1,500	\$1,275	\$1,200	\$1,125
Third of a Page	\$800	\$680	\$640	\$600
Quarter Page	\$650	\$553	\$520	\$488
Directory Ad	\$350	\$300	\$280	\$260
Commitment discount	—	15%	20%	25%

National Buy

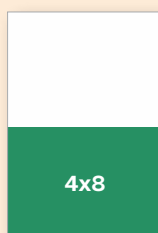


Size	Casual	3 Months	6 Months	12 Months
Full Page	\$4,600	\$3,910	\$3,680	\$3,450
Half Page Horizontal	\$2,300	\$1,955	\$1,840	\$1,725
Third of a Page	\$1,500	\$1,275	\$1,200	\$1,125
Quarter Page	\$1,200	\$1,020	\$960	\$900
Directory Ad	\$700	\$595	\$560	\$525
Commitment discount	—	15%	20%	25%

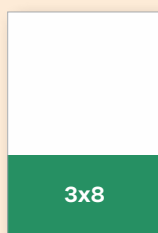
Ad size guide



Full Page
366mm x 254mm



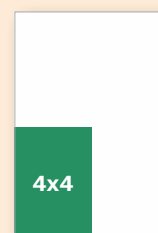
Half Page H.
182mm x 254mm



Third of a Page
136mm x 254mm



Quarter Page H.
90mm x 254mm



Quarter Page V.
182mm x 126mm



Directory Ad
90mm x 62mm

NZFarmer

Kaipāmu o Aotearoa

Rates effective Dec 2025 and exclude GST

NZFarmer is the ideal vehicle for businesses who want to sell their products or services to farmers and rural NZ.

Inserts

Use our regional farming publications as a trusted vehicle to deliver your flyers and catalogues to your desired rural market.

An advertising insert into NZFarmer is guaranteed to reach farmers and rural households across the country and get results.

\$75.00
per thousand.



2026 dates and deadlines

Publishing date	Booking deadline (4pm)	Material deadline (2pm)
2025		
Tue 3 February	Wed 21 Jan	Thu 29 Jan
Tue 3 March	Wed 18 Feb	Thu 26 Feb
Wed 1 April	Wed 18 Mar	Thu 26 Mar
Tue 28 April	Wed 15 Apr	Thu 23 Apr
Tue 26 May	Wed 13 May	Thu 21 May
Tue 30 June	Wed 17 Jun	Thu 25 Jun
Tue 28 July	Wed 15 Jul	Thu 23 Jul
Mon 31 August	Wed 19 Aug	Thu 27 Aug
Tue 29 September	Wed 16 Sep	Thu 24 Sep
Tue 3 November	Wed 21 Oct	Thu 29 Oct
Tue 1 December	Wed 18 Nov	Thu 26 Nov

Technical specs

Material specifications

Advertisements for publication in NZFarmer must be supplied in PDF file format — version 1.3. PDF versions higher than 1.3 are not supported. PDF files must be created with a PostScript compatible application such as InDesign, Illustrator or QuarkXPress.

PDFs created from Word, Excel, Publisher, Powerpoint or Adobe Photoshop are NOT acceptable. Adobe Photoshop should be used for image manipulation only.

Files should be supplied as separate, single page PDFs. When preparing your advertisement, please ensure that your artwork is the same as the booking size. Registration and trim marks are not required.

Publication specifications

Full page: 366mm deep x 254mm wide (7 columns wide)
Format: Compact
Printed: Web offset
Bleed: n/a

PDF Job Options

To create PDFs for our advertising specifications, Distiller Job Options are available to load into your InDesign program. Please contact your Stuff representative or email printadsupport@stuff.co.nz to obtain these files.

Material delivery

Email print ready PDFs to your NZFarmer advertising representative.

Cancellation fee

Depending on the time of cancellation, a cancellation fee of up to 100% of the advertisement cost applies to any advertisements cancelled after the booking deadline has passed.

Advertising terms and conditions

All advertising placed within NZFarmer is subject to Stuff's advertising terms and conditions. Advertisers are encouraged to be aware of these. For full information refer to advertise.stuff.co.nz/advertising-terms-and-conditions

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