Deer Industry News

Official magazine of Deer Industry New Zealand and the New Zealand Deer Farmers' Association

ADVERTISING RATES

Rates quoted are exclusive of GST

EFFECTIVE 1 JANUARY 2026

DOUBLE PAGE SPREAD	
$3,160 (centre spread)	$2,990 (run of magazine*)

FULL PAGE	
Outside back cover	$1,950
Inside front cover	$1,950
Inside back cover	$1,850
Early right-hand page**	$1,850
Run of magazine*	$1,725

HALF PAGE	
Early right-hand page**	$1035
Run of magazine*	$920
QUARTER PAGE	
Run of magazine*	$520
EIGHTH PAGE	
Run of magazine*	$345

* Run of magazine: Placement at editor's discretion.
** Early right-hand page: First available right-hand page, prior to centrefold.
Advertising space is **NOT** available on the front cover or editorial page.

LOOSE INSERTS *(printing costs are additional)*	
All NZ	$1035
One island or region	$805

BONUS SPACE!

Book a full page ad and get a FREE half page of editorial space† to accompany it! *†Advertiser supplies copy, subject to editorial discretion; max 400 words, or 200 words + 1 photo*

2026 OFFER

Buy a half page or larger print ad, and get a FREE placement on the DIN Facebook page for that ad.

ADVERTISEMENT SIZE OPTIONS

All measurements in mm

Full page	
Full bleed: 210 x 297 plus 3mm bleed	**Margins**: 190 wide x 277 deep
Half page	
Horizontal: 180 wide x 128 deep	**Vertical:** 87 wide x 247 deep
Quarter page	
Horizontal: 180 wide x 60 deep	**Vertical**: 87 wide x 122 deep
Eighth page	
Square: 87 wide x 60 deep	**Banner format**: 180 wide x 35 deep

See overleaf for specifications, publishing schedules, deadlines and other requirements.

Advertising booking enquiries
Contact Cameron Frecklington
027 646 6387 | deerindustrynews@deernz.org

Deer Industry New Zealand

Deer Industry News

Deer Industry News will be published ***four*** times in 2026 – March, June, September and December

PUBLICATIONDATESANDDEADLINES

Edition	Bookings due	Adverts due	Loose inserts due	Mailout
Mar/Apr/May	17-Feb-26	26-Feb-26	05-Mar-26	16-Mar-26
Jun/Jul/Aug	04-Jun-26	15-Jun-26	19-Jun-26	30-Jun-26
Sep/Oct/Nov	01-Sep-26	10-Sep-26	17-Sep-26	28-Sep-26
Dec/Jan/Feb	19-Nov-26	30-Nov-26	07-Dec-26	15-Dec-26

FORMAT AND COLOUR

Deer Industry News is an A4, saddle stapled magazine, printed on 128gsm Sumo Matt stock.

- Allow 3mm bleed plus crop marks on supplied material for full page ads.
- Half and quarter page advertisements can be supplied in horizontal or vertical format. Other sizes and formats available on application.
- All colours are printed using CMYK process colour. There is no separate rate for black and white advertisements. Special (spot) Pantone colours, if specified, incur additional production costs over and above the quoted rates and are not encouraged.

MATERIAL

- **All final material must be supplied as a high resolution PDF.** Full-page or double-page advertisements should have 3mm bleed (if required) and crop marks. Material can be submitted either by email or via file transfer for large files (e.g., Dropbox link or WeTransfer.com).
- Additional production work required for supplied advertisements (eg, design, layout, scanning, alterations to fit page or colour format) are charged in addition to advertising placement costs.
- Material for loose inserts must be delivered to Bluestar, 33-43 Jackson Street, Petone, Wellington. See publication schedule above for deadlines. Boxes of material must include "Loose insert for Deer Industry News" on the address label.

GRAPHIC DESIGN SERVICES

Graphic design services are available to you if you require assistance in producing a new advertisement or editing an existing advertisement.

Full page: $200 per ad*	Half page: $150 per ad*
Quarter page: $85 per ad*	Eighth page: $65 per ad*
Other graphic design services: $65 per hour *(including resetting ads that may be designed, but not in a usable format or the correct size)*	Minor text/image tweaks for ads previously designed by DINZ incur no charge.

*(*Based on text and images being supplied, allowing for two rounds of artwork alterations. Additional alterations will incur extra cost.)*

Deer Industry News issues can be found on the Deer Industry NZ website deernz.org/deerindustrynews. Follow the *Deer Industry News* Facebook page for industry news as it comes in.

Deer Industry New Zealand reserves the right to decline submitted advertising or accompanying editorial material.

Photos: Jenny McMurdo (front) and Grant Charteris

Advertising booking enquiries
Contact Cameron Frecklington
027 646 6387 | deerindustrynews@deernz.org

Deer Industry New Zealand