



The Australian Dairyfarmer Magazine is distributed to all registered dairy farmers nationally. The magazine aims to provide Australia’s dairy farmers with quality technical, research, practical farm management and product information, and meet the marketing needs of advertisers by effectively reaching this target audience.

The Australian Dairyfarmer is accepted and supported by advertisers and the dairy industry, and is considered by dairy farmers to be their number one source for dairy farming information.

“ Great ideas that you can implement into your own business. Case studies are great. Amazing supporters of local dairy farmers. Completely factual & relevant. ”

Anne, NSW

“ The Australian Dairyfarmer provides the latest tech and up-to-date info covering what is currently happening in the dairy industry. ”

Annie, QLD

Edition Months	Year	Features	Ad booking deadline	On Farm Date
January-February	2021	Herd Health, Dairy Technology, International Dairy Week preview	Wed, Dec 2, 2020	Thu, Jan 7, 2021
March-April	2021	Growing Better Pastures, International Dairy Week report	Wed, Feb 10, 2021	Thu, Mar 11, 2021
May-June	2021	Focus on Feeding, Better Calf Rearing, April ABV release	Wed, Apr 7, 2021	Thu, May 6, 2021
July-August	2021	Farm business Management, Hay and Silage	Wed, Jun 2, 2021	Thu, Jul 1, 2021
September-October	2021	Summer Fodder Crops, Calf rearing, August ABV release	Wed, Aug 11, 2021	Thu, Sep 9, 2021
November-December	2021	Dairy Equipment Update, Better Waste Management	Wed, Oct 6, 2021	Thu, Nov 4, 2021
January-February	2022	Herd Health, Dairy Technology, International Dairy Week preview	Wed, Dec 1, 2020	Thu, Jan 6, 2022

Magazine Specs, Rates and Deadlines

THE GOLD STANDARD FOR FULL PAGE BLEED

MADE BY DAIRY FARMERS FOR DAIRY FARMERS

BLEED:
285mm x 210mm

TRIM:
275mm X 200mm

TYPE:
250mm x 175mm

Worth Bearing, Worth Profiting.
vProviCo

CHRISTOPHER DAIRY BAILES

► Increase production, reduce costs
► Reduce carrying and milking costs
► Increase cow health and productivity
► Increase milk yield
► Increase milk quality
► Increase cow longevity
► Increase cow fertility
► Increase cow survival
► Increase cow health
► Increase cow productivity
► Increase cow profitability

FULL PAGE
250mm x 173mm

HALF PAGE
120mm x 173mm

KEENAN

Working from profit through production reduction

50 YEARS OF FARM RELIABILITY

HALF PAGE VERTICAL
250mm x 85mm

REEVE

GET A FUND SYSTEM!

HALF PAGE JUNIOR
180mm x 115mm

Maximum efficiency
Maximum profit!

MOXFEEDER

\$1,650

THIRD PAGE VERTICAL
250mm x 55mm

THIRD PAGE HORIZONTAL
80mm x 173mm

2000 Dairy Effluent TRANSFER PTO PUMP

Control IRRIGATION

WASTE DISPOSAL

WHEN IT COMES TO WASTE, WE'VE GOT THE BEST SOLUTIONS

YOU NEED A PUMP

STANDARD SUPPLY IT PUMP

Dairy-Tech Refrigeration

Packo

Size	Casual	3X	6X
Double Page Spread	\$5120.00 ex. GST	\$4790.00 ex. GST	\$4330.00 ex. GST
Full Page	\$3000.00 ex. GST	\$2800.00 ex. GST	\$2600.00 ex. GST
Half Page	\$2000.00 ex. GST	\$1900.00 ex. GST	\$1800.00 ex. GST
Third Page	\$1500.00 ex. GST	\$1400.00 ex. GST	\$1300.00 ex. GST
Quarter Page	\$1200.00 ex. GST	\$1100.00 ex. GST	\$1000.00 ex. GST

Inserts

Single Sheet	\$4200.00 ex. GST
4 to 8 Pages	\$4800.00 ex. GST
8 to 16 Pages	\$5200.00 ex. GST
16 to 32 Pages	\$5800.00 ex. GST
Over 32 Pages	\$6400.00 ex. GST

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