

A unique opportunity to 'own'

Waikato Times **Farmer**



You can 'own'
a four page
wrap around
the outside of this
popular farming
supplement

FARMER
circulates to
52,745
households
throughout
the Waikato

WITH A

Waikato Times **Farmer WRAP**

This is a unique
opportunity to reach
every farmer in the
heart of rural Waikato

Farmer is delivered to every rural letterbox in the heart of rural Waikato.

Published monthly, Waikato Times Farmer tabloid is the perfect tool for connecting with rural Waikato. Farmer is inserted into and delivered with the full 41,245* circulation delivery of Waikato Times. A further 11,500 copies are delivered to rural delivery letterboxes (non-Waikato Times subscribers). This delivers a total circulation of 52,745 and provides total market coverage in the heart of rural Waikato.

A four page wrap of Farmer guarantees maximum exposure for your brand. This new opportunity is available monthly.



'Own' the Fieldays issue of Farmer

Publishing on Monday 8 June, Farmer Fieldays Special Issue offers you the perfect communication tool for driving potential customers to your site.

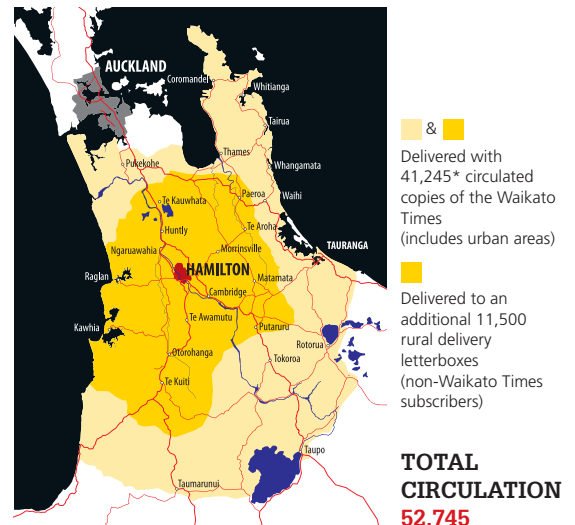
In addition to the standard monthly Farmers circulation of 52,745 (see map opposite) the tabloid will also be distributed at Fieldays via key distribution points held by the Waikato Times. This delivers a combined reach in excess of 130,000.



A wrap of this Fieldays Special Issue guarantees high exposure for your brand leading up to and during this key event. Don't miss this opportunity. BOOK NOW!

Reach the entire rural Waikato market

FARMER CIRCULATION



Your investment to dominate the rural Waikato market with a 4 page wrap of Farmer =

\$8,508 ^{+GST}

Farmer Wrap creative and print details

- Four tabloid sized pages
- Process colour all pages
- Visual via PDF to be sent to bernadette.kirkham@waikatotimes.co.nz for approval (Waikato Times Marketing Manager)
- Farmer masthead is to be included on the front page with the appropriate day's date

Farmer Wrap Booking Deadlines 2009

MONTH	PUBLICATION DATE	BOOKING & COPY
April Issue	16 April	7 April
May Issue	14 May	5 May
June Issue (Fieldays)	8 June	25 May
July Issue	9 July	30 June
August Issue	13 August	4 August
September Issue	10 September	1 September
October Issue	8 October	29 September
November Issue	12 November	3 November
December Issue	3 December	24 November

Secure your advertising wrap NOW
Contact Grayson Bell

PHONE: 027 204 1575 or 0800 806 180

EMAIL: grayson.bell@waikatotimes.co.nz

Waikato Times
Farmer