



The internationally acclaimed All Breeds Dairy Journal 2015 RATE CARD

Published by *CrazyCow Pty Ltd*, *CrazyCow In Print* is an Australian-based full colour gloss all breeds dairy magazine, which is mailed directly to 3000 subscribers. Although predominantly in Australia, *CrazyCow In Print* has also attracted readers from 15 countries around the world, acknowledging its international status. It provides the most balanced and compelling national and international medium for advertisers reaching out to Australia and New Zealand's most progressive pedigree and commercial dairy producers.

CrazyCow In Print is owned and produced by dairy producers, Dean and Dianna Malcolm, giving this glamour publication a grass roots feel that has contributed to its pole position within the industry's print media. It is now unquestionably the country's most dynamic dairy publication for content, relevance and farmer likeability.

The quarterly read features a compelling mix of on-farm stories with personality pieces, general and international news and breaking technology. Its close and fresh attention to content means this magazine remains on kitchen tables for months – giving its advertisers unparalleled shelf life.

CrazyCow's mission is to blend news from the industry's commercial and registered sectors in a way that promotes the industry's mutual understanding while simultaneously swelling Australia's impact on the domestic and international playing field.

CrazyCow In Print also aims to boost the long-term profitability of producers and the service industry which supports it.

Visit www.crazycow.com.au for more details.



Advertising contact

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Advertising rates

	Casual	2X	4X
Full page	\$1716.00	\$1685.00	\$1600.00
Half page	\$1030.00	\$978.00	\$927.00
Quarter page	\$686.00	\$652.00	\$618.00

GST not included

Preferred positions

Inside front cover	20%
Inside back cover	15%
Outside back cover	25%
Other specified	10%

Inserts: Details on request



Booking and material deadlines

Publication dates	Booking	Material	Distribution
March 2014	Feb 05	Feb 15	March 8
June 2014	May 11	May 25	June 15
Sept 2014	Aug 14	Aug 24	Sept 14
Dec 2014	Nov 13	Nov 21	Dec 14

Specifications

Advert	Trim size (mm)	Bleed size (mm)
Full page	272h x 210w	282h x 220w
Half page horizontal	120h x 185w	no bleed
Half page vertical	248h x 88w	no bleed
Half page vertical	272h x 100w	282h x 110w
Third page strip	78h x 185w	
Quarter page vertical	120h x 88w	
Quarter page strip	56h x 185w	

PDF: We will accept PDF files that have been created for high resolution printing (eg: 300dpi / CMYK or MONO)

No responsibility is taken for incorrect appearance of advertisement if the above is not adhered to. Any costs incurred in preparing or altering files will be passed on to the advertiser. To ensure trouble free processing of supplied files it is recommended to supply a digital or quality laser proof for checking in pre-press and as a visual reference.

TERMS AND CONDITIONS

Advertising accepted for publication in *CrazyCow In Print* is subject to the conditions set out in these terms & Conditions

Every advertisement is subject to the approval of *CrazyCow In Print's* Managing Editor, CrazyCow Pty Ltd ("CrazyCow In Print"). *CrazyCow In Print* reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against *CrazyCow In Print* other than for the refund of any money paid by the advertiser if the advertisement is not published. *CrazyCow In Print* otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

The word "advertorial" may be used to identify advertising material that in the opinion of *CrazyCow In Print* resembles editorial matter.

The Advertiser warrants to *CrazyCow In Print* that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of the State or Commonwealth, and is otherwise lawful.

CrazyCow In Print and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless *CrazyCow In Print* or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify *CrazyCow In Print* or Hyde Media of any error immediately it appears. Unless notified, *CrazyCow In Print* and Hyde Media accept no responsibility for any recurring error.

Rates are based on the understanding that the monetary level order is used within the period of the order and that the maximum period of any order is one year.

Advertisers and advertising agencies lodging material for publication in *Crazy Cow In Print* indemnify *CrazyCow In Print* and Hyde Media Pty Ltd, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.