



2017  
RATE  
CARD

# Australasia's No. 1 all breeds dairy journal

*CrazyCow In Print* (CCIP) is the Australasian full-colour gloss all breeds dairy magazine that is mailed directly to 2000 subscribers. It is available in hard copy and electronically with more details at [www.crazycow.com.au](http://www.crazycow.com.au)

CCIP is owned and produced by Dean and Dianna Malcolm – who also anchor their high profile Victorian farm, Bluechip Genetics.

This deliberately glamour publication has been fuelled by combining a grass-roots feel with knowledge, understanding and the drive to handle dairy news differently. Because – although they have things in common – good writing, and talented writing are not the same. This powerful point of difference has put CCIP into pole position within the industry's print media.

It has meant that today CCIP is unquestionably the country's most dynamic dairy publication for content, relevance, and importantly – farmer likeability.

And in a fast-moving, disposable world, CCIP consciously publishes quarterly. It gives its readers

valuable time to savour the compelling mix of on-farm stories, advertising, personality pieces, general and international news – along with breaking technology. This close and fresh attention to content means this magazine remains on kitchen tables for months – giving its advertisers unparalleled shelf life.

CCIP'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 Australasia's impact and rising reputation on the world stage.

CCIP is proud of its hand-picked talented team of like-minded professionals – who are also active in the industry – and who play a big role in helping contribute to CCIP's polish.

Please visit [www.crazycow.com.au](http://www.crazycow.com.au)



### ADVERTISING RATES

Size	Casual	
Full page	\$1,000	Sharper rates are available for advertising twice or four times in the calendar year. Contact us now for more details
Half page	\$700	
Quarter page	\$500	

GST not included

**Inserts:** Details on request

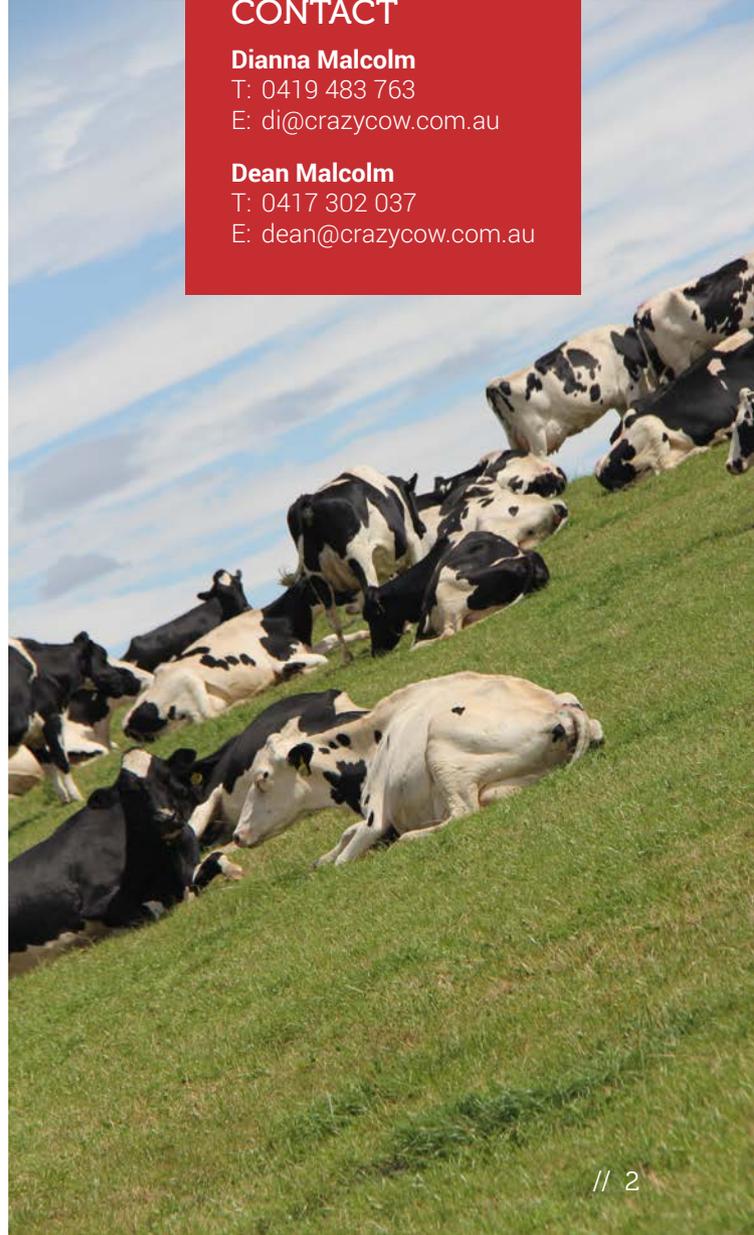
### BOOKING AND MATERIAL DEADLINE

Publication dates	Booking	Material	Distribution
March 2017	Feb 10	Feb 15	Mar 15
June 2017	May 10	May 15	Jun 15
September 2017	Aug 10	Aug 15	Sept 15
December 2017	Nov 10	Nov 15	Dec 15

### ADVERTISING CONTACT

**Dianna Malcolm**  
 T: 0419 483 763  
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**Dean Malcolm**  
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## 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 *CrazyCow 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.