

## Farmers & Agribusiness

This list is owned by a not-for-profit organisation that has been providing independent research and information to Australian farmers and agri-business for over 50 years.

The list is made up of readers of Farming Ahead, a full colour 64 page monthly magazine that is distributed to 10,000 farmers across Australia. It's distributed widely throughout the broadacre mix grain and livestock growing regions of Australia. 92% of readers keep their copy for more than two years as a reference guide. Other records are obtained from readers of the group's range of technical and practical industry manuals and request for other farming related information.

Of the 43823 records available approximately 80% have phone numbers, 45% have fax numbers, 14.3% have email addresses.

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**::Quantity** 43823

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**::Pricing**

**Rental** Mailing: \$450.00 per 1000 records  
E-mailing data: \$450.00 per 1000  
Fax Broadcast data: \$450.00 per 1000 records

**Set Up Fee** \$300.00

**Delivery Fee**

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**::Minimum Order** 2000 records

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**::Deliverability** 95%

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**::Lead Time** 5 working days

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**::Notes**

**Insert Opportunities;**

The list owner also provides the opportunity to insert into Farming Ahead. 38.3% of distribution is to NSW, 20.7% to WA, 15.9% to SA, 17.5% to VIC, 5.9% to QLD and 1.7% to TAS, NT and Overseas. The magazine has a readership of 20,025.

Companies can choose to insert marketing material in the Farming Ahead package, either in the magazine or on the magazine, inside plastic wrap. Weight and material specification limitations to apply.

**Insert Costs;**

Insert on Farming Ahead in Plastic wrap: \$320.00 per 1000 records

Insert in Farming Ahead: \$320.00 per 1000 records

Insert in Farming Ahead: (hand insertion): \$300.00 per 1000 records.

**List Rental;**

Dual usage ( 2 variable points of contact same campaign): \$675.00 per 1000 records

Multi usage (2+ variable points of contact same campaign): \$900.00 per 1000 records

A sample of mailing must be provided. All processing must be conducted by a bureau. Rental of data is for the intended purpose, as specified by the client prior to approval from the list owner.

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**::Terms & Conditions**

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.