

Sell rural property where the buyers are already looking.

Reach farmers, graziers and rural property buyers across Australia's most trusted agricultural mastheads — in print and online with a Farmbuy listing.

1.4M

QUALIFIED RURAL BUYERS / YEAR ON FARMBUY

23,000

DIRECT BUYER ENQUIRIES / YEAR

5

RURAL MASTHEADS NATIONWIDE

WHERE YOUR LISTING RUNS

NSW & ACT

QUEENSLAND

NORTHERN QLD

VICTORIA

SOUTH AUSTRALIA

Every package pairs premium print with an online farmbuy.com listing — Australia's home for farms & rural property.

SECTION 01 · SINGLE EDITION

Single issue print rates

A one-off, full-colour property ad in a single edition. Agent pricing, ex GST.

- Print pricing only
- Farmbuy listing can be added

Per insertion
ex GST

MASTHEAD	¼ PAGE	½ PAGE	FULL PAGE
The Land NSW & ACT	\$1,665	\$2,907	\$5,268
QLD Country Life Queensland	\$1,728	\$2,854	\$5,168
North QLD Register Northern QLD	\$721	\$1,226	\$2,251
Stock & Land Victoria	\$750	\$1,362	\$2,523
Stock Journal South Australia	\$1,014	\$1,736	\$3,007

Want it to run longer, list online and upsize for free? See [Platinum](#), [Platinum+](#) and [Diamond](#) — 3-week campaign packages, all ex GST.

3-week campaign packages

Both tiers run 3 consecutive weeks in print with free upsizing and a mandatory Farmbuy listing. Prices are print only, ex GST. Farmbuy pricing to be added to the below package prices.

Platinum

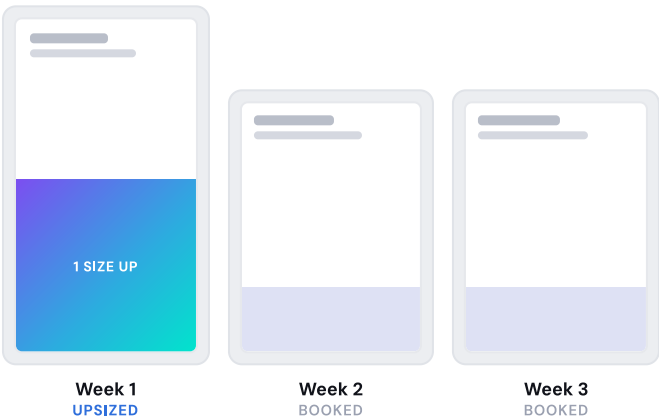
3 weeks · Week 1 upsized free

PRINT PACKAGE PRICES EX. GST

FARMBUY · MANDATORY
+\$1,100

MASTHEAD	¼ PG	½ PG	FULL PG
The Land	\$4,745	\$8,471	\$13,020
QLD Country Life	\$4,934	\$8,312	\$12,770
North QLD Register	\$1,913	\$3,428	\$5,478
Stock & Land	\$2,000	\$3,836	\$6,158
Stock Journal	\$2,792	\$4,958	\$7,368

FREE UPSIZING



WHAT'S INCLUDED

PRINT

- ✓ 3 × print insertions — week 1 upsized
- ✓ 1st week upsize — a ¼ page runs as ½, a ½ runs full. Full-page bookings get a 50% rate discount rather than upsize.

FARMBUY LISTING · ADD +\$1,100 EX GST

- ✓ Upgraded listing + homepage highlight
- ✓ Listing social boost — paid & organic
- ✓ Multiple property marketing email
- ✓ Professional editorial + editorial boost
- ✓ Editorial homepage feature

Platinum+

3 weeks · Weeks 1 & 2 upsized free

PRINT PACKAGE PRICES EX. GST

FARMBUY · MANDATORY
+\$1,600

MASTHEAD	¼ PG	½ PG	FULL PG
The Land	\$4,745	\$8,471	\$10,486
QLD Country Life	\$4,934	\$8,312	\$10,286
North QLD Register	\$1,913	\$3,428	\$4,452
Stock & Land	\$2,000	\$3,836	\$4,996
Stock Journal	\$2,792	\$4,958	\$5,964

FREE UPSIZING



WHAT'S INCLUDED

PRINT

- ✓ 3 × print insertions — weeks 1 & 2 upsized
- ✓ 1st & 2nd weeks upsize — a ¼ page runs as ½, a ½ runs full. Full-page bookings get a 50% rate discount rather than upsize.

FARMBUY LISTING · ADD +\$1,600 EX GST

Everything in Platinum, plus:

- ✓ #2 search results priority
- ✓ Solus property marketing email

Diamond

3 consecutive weeks in print. **All 3 weeks will be upsized.** Prices are print only — please add the Farmbuy listing price.

FARMBUY LISTING

+\$3,000

added to print rate

DIAMOND PRINT RATES · AGENT, EX GST

3 weeks · full colour · Australian dollars

MASTHEAD	¼ PAGE	½ PAGE	FULL PAGE
The Land NSW & ACT	\$4,745	\$8,471	\$7,952
QLD Country Life Queensland	\$4,934	\$8,312	\$7,802
North QLD Register Northern QLD	\$1,913	\$3,428	\$3,427
Stock & Land Victoria	\$2,000	\$3,836	\$3,835
Stock Journal South Australia	\$2,792	\$4,958	\$4,561

*Rates are print only — please add the Farmbuy **Diamond** price of \$3,000 ex GST to the above.

FREE UPSIZING · WHAT RUNS EACH WEEK

1 SIZE UP

Week 1
UPSIZED

1 SIZE UP

Week 2
UPSIZED

1 SIZE UP

Week 3
UPSIZED

All 3 weeks upsize — a ¼ page runs as ½, a ½ runs full. Full-page bookings get a 50% rate discount across all 3 weeks instead.

WHAT'S INCLUDED

PRIORITY #1

PRINT

✓ 3 × print insertions — all 3 weeks upsized

FARMBUY LISTING

Everything in Platinum+, plus:

✓ #1 search results priority

✓ Connected TV marketing

✓ Property video — organic & paid social

GET STARTED

Get in touch to book your next campaign.

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