

Rural business

The trade magazine for Rural Merchandise

Rural Business is a “trade magazine”. Our primary audience is the retail network that sells inputs to farmers (approx 85% of readers). These readers are the owners and managers of the retail businesses, and their employees, who provide advice and make product recommendations to farmers. Examples of the retail networks that receive *Rural Business* magazine are Landmark, Elders, Ruralco/ CRT, AIRR, NRI and AgLink.

Our secondary audience is the supplier companies / manufacturers who sell these inputs to the retail network (approx 15% of readers). These suppliers are primarily agchem, animal health, animal nutrition, fencing, seed and fertiliser companies. Our readership with the supplier network is dominated by sales, marketing and logistics personnel.

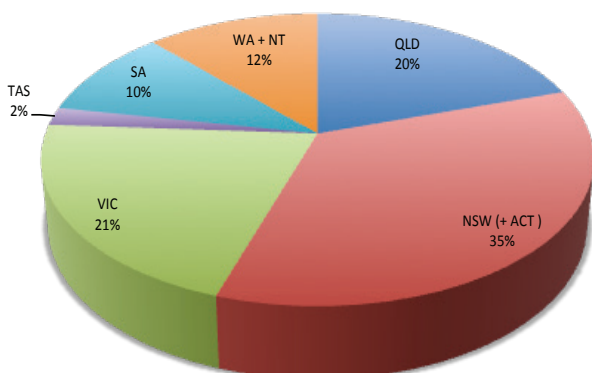
Rural Business provides a comprehensive series of Market Insights - generally on a timeframe that suits the re-seller enquiry for your products. Advertisers are invited to support their advertising with editorial for these Market Insights.

You should consider advertising in *Rural Business* magazine if you sell products and services to the rural retail distribution network or you provide inputs, products and services to the companies that operate in the Australian agricultural marketplace.

Rural Business is A4 sized publication produced on quality stock. The circulation of *Rural Business* is approximately 2800 and is published 11 times / year (Jan and Feb are combined). We receive large amounts of editorial, more than enough to include in the magazine. We do not insist on advertising to run editorial. If the material is relevant and well written, we will often accept it.



Circulation by State



Rural Business readers by organisation

