

# Rural Business

The trade magazine for Rural Merchandise

## Target your articles to our readership

Our readers work in the rural merchandise industry – as resellers, agronomists and advisers – or for the companies that supply them with agchem, fertilisers, etc.

Rural Business is not read by farmers.

## Target your articles to one of our five sections

- Agribusiness – industry and company news, up to 600 words with a photo or two.
- On the Move – people and appointments, up to 200-300 words with a head and shoulders photo.
- Rural Business – feature-length stories, up to 1200 words plus photos.
- Merchandise – product news, up to 600 words with a photo or two.
- Market Insights – special targeted features, up to 600 words with a photo or two.

## Here are our editorial requirements

- Editorial should be in Word format with no fancy formatting (no PDFs please).
- Please keep to the above maximum word counts.
- Quote somebody in your article so it doesn't look like a paid advertorial (not essential for On the move articles).
- Images should be high resolution jpeg attachments (do not insert them in Word docs or emails). The better the photo, the bigger we can run it!
- Graphs and charts should be high resolution PDF, jpeg or Word attachments.
- Include captions for all photos, charts, etc.
- All articles will be edited to fit in with our editorial style and for length. Check Rural Business to see how we handle names (surnames rather than first names after the first mention), job titles (no caps), ©, ® and TM symbols (we strip them out), quotes, punctuation, etc.

## Deadlines are important!

Our editorial deadline is generally around the 10th of the month prior. Talk to the editor if you look like being late. We can be flexible if we know what is coming.

## Stuck for a story idea?

Here are a few suggestions: new staff, new products, registrations, permits, label claims, success stories, on-farm testimonials, field days, product trials, reseller profiles, company news, staff awards, special promotions, campaigns, conferences, seminars, training days, etc.

## Lastly, if you are not a professional writer . . .

. . . and you're tempted to write your own articles, please consider using a PR agency or freelance writer instead. The cost can be quite reasonable and the results will be worth it – for you, for us, and for our readers!

