



2021 Media Kit

PGG Wrightson
Retail & Water Group



PGG Wrightson offers a wide range of products, services and solutions to growers and farmers in New Zealand.

store.pggwrightson.co.nz

Helping grow the country

PGG Wrightson Retail & Water Group

PGG Wrightson (PGW) has a rich heritage of more than 160 years working alongside the agricultural, pastoral and horticultural industry to service on-farm needs. PGG Wrightson's mission is to help grow the country through the delivery of technical knowledge, quality products and services, and innovation.

The PGG Wrightson Retail and Water Group comprises of Rural Supplies, Fruitfed Supplies and PGG Wrightson Water.

PGG Wrightson Rural Supplies and Fruitfed Supplies

The PGW Rural Supplies business unit focuses on cropping, sheep and beef, dairy and other livestock farming needs. Our Fruitfed Supplies team services the needs across all areas of horticulture and viticulture. Both business units operate across the below presented channels.



Online

You can now browse through our product range and shop online.

Our eCommerce website is open to all and we are constantly working on increasing product content and improving functionalities.

» store.pggwrightson.co.nz



Store Network

We have 91 stores throughout New Zealand servicing all farming and horticulture requirements. Our stores carry a wide range of products from seed to agchem, dairy detergent to stock nutrition.



Representatives

Our dedicated team of Technical Field and Horticultural Representatives can support our customers with products and advice best suited to your situation.



Onto Farm

Our Onto Farm team can help with bulk stockfood orders delivered straight to farm. Available for trade account holders only.

» **Phone 0800 66 86 32**

PGG Wrightson Water

PGG Wrightson Water is the complete service for water and irrigation needs, offering a "full service" package to farmers and horticulturists nationwide.

Media Kit

At PGW, we believe that farmers and growers enjoy a mix of print and digital media.

For this reason, our Media Kit offers our suppliers a variety of channels to reach out to their target audience.

Please note we reserve the right to require changes, or make changes to supplied material, and to exclude supplied material.

PGW's Supplier Terms of Trade apply to all marketing bookings.

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A technical guide to help farmers maximise productivity and grow their business.

- » **Content type:** Editorial
- » **Circulation:** 83,000 RD addresses, distributed through our store network and available online.
- » **Frequency:** Monthly (excluding January edition)
- » **Target audience:** Sheep, beef, dairy and cropping farmers
- » **Pages:** 16

Options available

- Full Page (Both NI and SI editions)
- Full Page (NI or SI edition)
- Half Page (NI and/or SI editions)

Editorial subject to availability and booking deadlines apply.
Publication is booked four months in advance. Pricing excludes GST and is subject to change.

» **View online:** store.pggwrightson.co.nz/Rural-Diary



Language

- » Scientific
- » Refreshing
- » Technical
- » Uncomplicated

Tone

- » Professional
- » Readable, with an element of conversational
- » Humble

Brand voice

Characteristics

- » Connecting (sympathy, helpful, understanding)
- » Relevant
- » Industry passion
- » Trustworthy

Purpose

- » Explain
- » Engage
- » Inform
- » Empower

Image specifications:

- » **Feature image size:** high resolution, 300dpi, 200mm wide
- » **Support image size:** high resolution, 300dpi, 140mm wide.
- » See below for content specifications.

Image style:

- » Authentic, engaging and relevant to article.
- » Pack shots used in context.
- » Infographic must be clearly explained in article.
- » Supplied infographics will be redesigned for clarity and visual appeal and therefore original data will need to be supplied.
- » All images must have PGW's prior approval and not violate copyright and privacy laws.

Content guidelines:

- » No company/product logos.
- » Original content only, Rural Diary the first publication to publish.
- » Article must serve the readers and provide a solution.
- » No product names mentioned in headings.
- » Overtly promotional language should be avoided (for example "best product on the market").
- » PGG Wrightson writes the call to actions.
- » Articles can be advertorial or testimonial (preference for the latter for established products).
- » Supplier articles state who the content is provided by.
- » Content cannot be copied from another source or violate copyright laws. Any plagiarised content without clear disclosure of authorship is not allowed.
- » No pricing or promotional offers to occur in the publication.
- » Any product/technical claim must be substantiated by research results and/or references must be given.
- » Supplier of article is responsible for any third party intellectual property breach.

Please note:

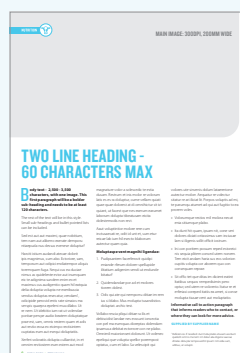
- » Bookings are subject to availability and deadlines apply.
- » Pricing excludes GST and is subject to change.
- » PGG Wrightson reserve the right to amend articles as per the Rural Diary guidelines in this media kit and to fit within the publication's brand voice.
- » All copy is subject to approval by the PGG Wrightson Category and Technical teams.
- » Suppliers will have final sign off of their article.
- » PGG Wrightson is not liable for any errors or omissions in the published Rural Diary.

Style guide and specifications



Full Page Editorial

Heading: 60 characters max
Subheading: At least 120 characters
Body: 2,100-2,500 characters
 Feature image and support image or infographic



Full Page Editorial (one image)

Heading: 42 characters max
Subheading: At least 120 characters
Body: 1,500-1,800 characters
 One support image or infographic



Half Page Editorial

Heading: 28 characters max
Subheading: At least 120 characters
Body: 1,000-1,400 characters
 One support image or infographic

Note: Character count is without spaces

Stock 'n' Save

A tabloid publication that promotes great value savings on a wide range of products available through PGG Wrightson and Fruitfed Supplies stores.

- » **Content type:** Product promotions and special offers
- » **Circulation (standard edition):** 145,000* (130,000 Rural Delivery, 15,000 Urban), distributed through our store network, and available online.
- » **Circulation (bumper edition):** 250,000 (130,000 Rural Delivery, 15,000 Urban, 105,000 Lifestylar), distributed through our store network, and available online.
- » **Frequency:** Monthly (excluding January edition)
- » **Pages:** Varies between, 4, 6 or 8 pages

Options available

Front Cover Hero

Standard Spot (inside pages)

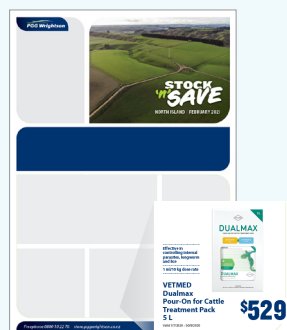
Banner (inside pages, foot of page)

Advertising subject to availability and booking deadlines apply. Pricing excludes GST and is subject to change.



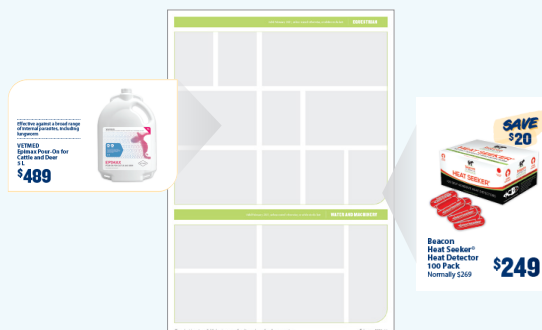
» View online: store.pggwrightson.co.nz/stock-n-save-specials

Front Cover Hero



- » Up to 6 spots.
- » Product image must be supplied HR, 300 DPI, EPS
- » Design done by PGW Retail & Water marketing team

Standard Spot



- » Maximum of 20 standard spots
- » Variety of configurations
- » Product image must be supplied HR, 300 DPI, EPS
- » Design done by PGW Retail & Water marketing team

Banner



- » **Banner size:** 269 x 56 mm
- » Design done by PGW Retail & Water marketing team

Fruitfed Facts

A technical guide to help growers maximise their productivity and grow their business.

- » **Content type:** editorial
- » **Circulation:** 4,000 horticultural professionals via direct mail, distributed through our store network, and available online.
- » **Frequency:** Monthly
- » **Target audience:** Horticulturalists and viticulturists
- » **Pages:** 12-16

Options available

Full Page (Nationwide)
Half Page (Nationwide)

Editorial subject to availability and booking deadlines apply.
Publication is booked four months in advance.
Pricing excludes GST and is subject to change.

PGG Wrightson reserves the right to amend articles as per the Facts guidelines in this media kit and to fit within the publication's brand voice. All copy is subject to approval by the Fruitfed Supplies Technical Team. Suppliers will have final sign off of their article.

PGG Wrightson is not liable for any errors or omissions in the published Fruitfed Facts

» **View online:** store.pggwrightson.co.nz/Fruitfed-Facts



Language

- » Scientific
- » Refreshing
- » Technical
- » Uncomplicated

Tone

- » Professional
- » Readable, with an element of conversational
- » Humble

Brand voice

Characteristics

- » Connecting (sympathy, helpful, understanding)
- » Relevant
- » Industry passion
- » Trustworthy

Purpose

- » Explain
- » Engage
- » Inform
- » Empower

Image specifications:

- » **Feature image size:** high resolution, 300dpi, 200mm wide.
- » **Support image size (if sufficient space):** high resolution, 300dpi, 140mm wide, minimum 3MB in size.
- » See below for content specifications.

Image style:

- » Authentic, engaging and relevant to article.
- » Imagery to showcase best practice i.e. healthy orchard, no disease. Any pest or disease images can be used for support purposes.
- » If image does not fit specifications, Fruitfed Supplies will replace with a suitable option.
- » Pack shots used in context and only if space allows.
- » Infographic/graph/tables must be clearly explained in article.
- » Supplied infographics will be redesigned for clarity and visual appeal and therefore original data will need to be supplied.
- » All images must have PGW's prior approval and not violate copyright and privacy laws.

Content guidelines:

- » No company/product logos.
- » Original content only, Fruitfed Facts the first publication to publish.
- » Article must serve the readers and provide a solution.
- » No product names mentioned in headings.
- » Overtly promotional language should be avoided (for example "best product on the market").
- » Fruitfed Supplies writes the call to actions.
- » Articles can be advertorial or testimonial (preference for the latter for established products).
- » Supplier articles state who the content is provided by.
- » Content cannot be copied from another source or violate copyright laws. Any plagiarised content without clear disclosure of authorship is not allowed.
- » No pricing or promotional offers to occur in the publication.
- » Any product/technical claim must be substantiated by research results and/or references must be given.
- » Supplier of article is responsible for any third party intellectual property breach.

Please note:

- » Bookings are subject to availability and deadlines apply.
- » Fruitfed Supplies reserve the right to amend articles as per the Fruitfed Supplies guidelines in this media kit and to fit within the publication's brand voice.
- » All copy is subject to approval by the Fruitfed Supplies Technical Team.
- » Suppliers will have final sign off of their article.
- » PGW Wrightson is not liable for any errors or omissions in the published Facts.

Style guide and specifications



Full page editorial with two images (preferred)

Heading: 60 characters max
Body: 470 words / 2,500 characters (approx)
 Feature image and support image or infographic



Full page editorial with one image

Heading: 60 characters max
Body: 480 words / 2,600 characters (approx)
 One feature/support image or infographic



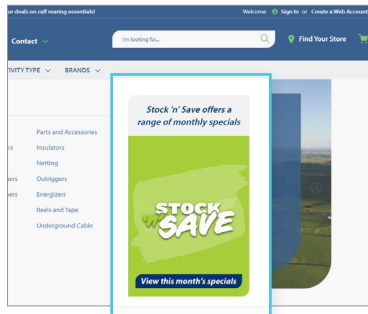
Half page editorial with one image

Heading: 42 characters max
Body: 340 words / 1,800 characters (approx)
 One small feature/support image or infographic

Note: Character count is without spaces

eCommerce Website

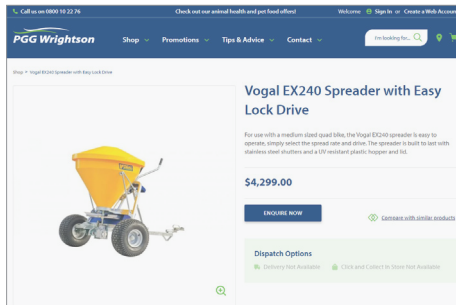
PGG Wrightson launched its online store, store.pggwrightson.co.nz, in mid-2020. The website presents a range of horticultural and farming products available for click and collect and delivery nationwide.



Mega Menu feature

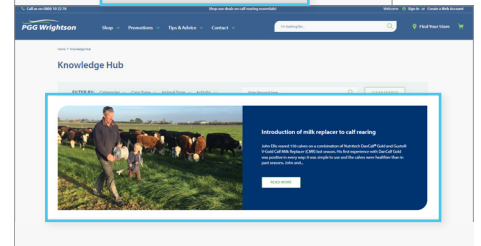
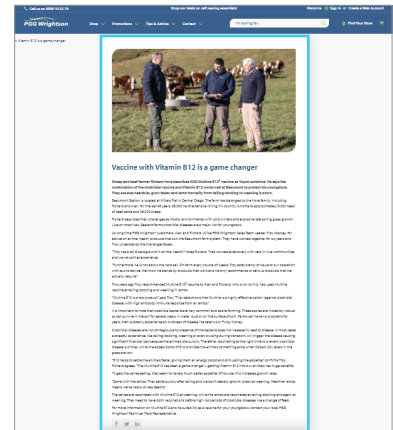
- » Spotlight feature displayed on mega menu of a product category of your choice.
- » Links through to a product, category or brand page.
- » PGW will design artwork based on your booking requirements.

- » **Heading:** 20-50 characters
- » **Duration:** 1 month



Listing product in eCommerce

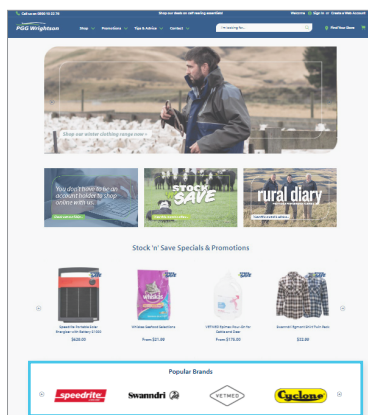
- » Request made and approved through your Category Manager
- » Your product added to one or multiple categories on store.pggwrightson.co.nz
- » Requires at least one high quality clear cut image of your product
- » Requires enriched content created by our Marketing team
- » Final listing approved by supplier, Category Manager and Technical Team.
- » "Add to Cart" instead of "Enquire Now" call-to-action preferred.



Knowledge Hub article

- » Article on the knowledge hub section of the site.
- » PGW has authority to make changes to the article. Article will be reviewed by PGW Technical Team and Marketing.
- » Article will remain on site and will be searchable via the site search function and search engines.

- » **Heading:** 42 characters max
- » **Body:** 2,000 - 2,800 characters
- » **Image:** 880 px x 495 px



Popular Brands feature

- » Brand logo displayed on the home page.
- » Links through to brand landing page with respective brand products.
- » **Image:** 288 px x 132 px
- » **Duration:** 1 month

Digital options

Rural Diary and Fruitfed Facts digital package

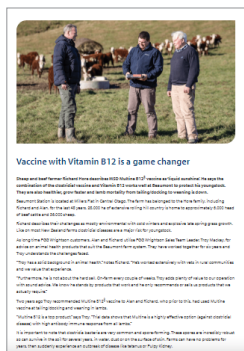
In some instances, the print version of Rural Diary or Fruitfed Facts may be fully booked. We can still however get your key messages out at the time you wished.

A digital package would include:



Digital article

A full page article added to the online edition of either publication for one month.



Knowledge Hub Blog Post

Article on the knowledge hub section of the site. Article will remain on site and will be searchable via the site search function and search engines.



Technical e-newsletter

Your article can be published once in the PGG Wrightson technical e-newsletter, which is sent monthly to the PGG Wrightson email database.



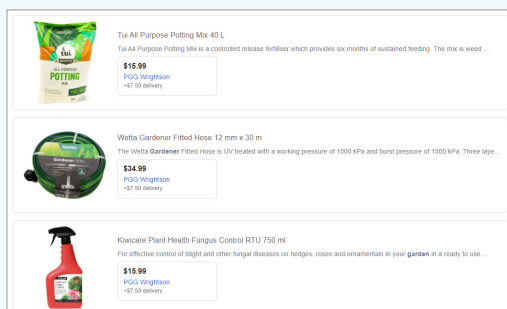
Google Adwords

Promoting the article and related products for approximately one month. Please note bidding budget vary depending on keywords and ad groups targeted. Fee includes campaign management.



Google Shopping

Canterbury Harlequin Shorts | Get 2 Pairs for Only \$59.99 | PGG Wrightson
store.pggwrightson.co.nz
 100% cotton pocketless shorts. Save when you buy 2 pairs online or in store!
 Check out our hot deals on selected items this November with PGG Wrightson.



Google Shopping Feed and Google Adwords

With the inclusion of eCommerce as a new channel to market, it is important to maximise the presentation of your products to as large an audience as possible.

The PGW Retail & Water Marketing Team has found a lot of success with Google Shopping Feed and Adwords, and would recommend their use on a regular basis to maximise exposure of your products and encourage online or in store purchases.

Depending on the products, we would recommend a starting point of \$500 per month for Google Shopping and \$800 per month for Google Adwords.

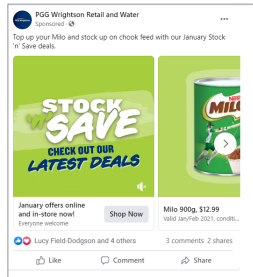
Please contact the Retail & Water Marketing Team for a detailed quote.

» retailmarketing@pggwrightson.co.nz

Social media options

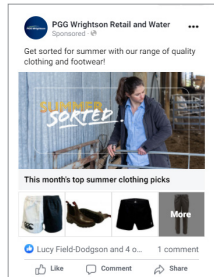
Facebook and Instagram options

The PGW Retail & Water group manages their own Facebook (www.facebook.com/pggwrightsonretailwater/) and Instagram @PGWRetail (www.instagram.com/pgwretail/) channels. These channels provide us with additional advertising and communication mediums, however we do use them carefully to ensure our followers are kept engaged and remains positively connected to our brand.



Facebook Static, Carousel and Video Ads

Facebook offers multiple ad types at reasonable cost. Depending on your product, message and advertising purpose, the Retail & Water Marketing Team will be able to recommend the best ad type if Facebook is a medium you wish to invest into. The Marketing Team will organise all the set up and design the ad.



Facebook Dynamic Ads

Only available for products listed on store.pggwrightson.co.nz. Dynamic ads consist of linking the ad to the eCommerce store to promote specific products.



Facebook & Instagram WIN Promotions

We offer a limited amount of WIN promotions through our social media channels. They promote your product range with a product giveaway where the audience is encouraged to enter through comments, image sharing or hashtags.



Instagram Story Ads

Story adverts in the form of single image, multiple images or short video can be run on our Instagram channel. The Retail & Water Marketing Team will work with you to design these adverts.



YouTube

The PGW Wrightson YouTube channel contains several playlists, including product showcase, Tech Tips and How Tos.

We work closely with suppliers and our store and field teams to create these, generally as part of national campaigns.

If you would like to create a video for your product, that can be placed both on our YouTube channel and on our eCommerce site (providing your product has been approved to be listed), then please contact the Retail & Water Marketing Team to discuss.

With the inclusion of eCommerce as a new channel to market, it is important to maximise the presentation of your products to as large an audience as possible.

» retailmarketing@pggwrightson.co.nz

