

NZ DAIRY EXPORTER 2022 DEADLINES

PUBLICATION DATE	REACH	ON SALE DATE	BOOKING DEADLINE 5pm	MATERIAL DEADLINE - 5pm (Including bound inserts or inserts we are to print)	INSERTS TO PRINTER DEADLINE - 5pm (Supplied inserts only)
January	Subscribers	January 17	December 8, 2021	December 10, 2021	December 17, 2021
February	Subscribers	February 14	January 14	January 18	January 27
March	Subscribers	March 14	February 16	February 18	February 24
April - Cream of the Crop*	25,900	April 20	March 16	March 18	March 25
May	Subscribers	May 16	April 19	April 21	April 28
June	Subscribers	June 13	May 18	May 20	May 26
July	Subscribers	July 18	June 21	June 23	June 30
August	Subscribers	August 15	July 20	July 22	July 28
September	Subscribers	September 12	August 17	August 19	August 26
October	Subscribers	October 17	September 21	September 23	September 30
November	Subscribers	November 14	October 18	October 20	October 28
December	Subscribers	December 12	November 16	November 18	November 25
January 2022	Subscribers	January 16, 2023	December 7	December 9	December 15

* **Extended reach issue, reaching all 25,900 dairy farm letterboxes nationwide.**