



PARTNERSHIP OPPORTUNITIES

Connect your organisation with an engaged Southern audience to gain significant visibility, brand awareness, engagement and recognition.

We can tailor a bespoke opportunity that suits your organisations objectives, or choose from one of our following curated packages.

Rural Life

Otago Daily Times

	PREMIUM \$40,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	SUPPORTER \$2,500
1 of 5 exclusive partners to use the brand logo and official title	✓
Your logo placed in a prominent position for all print & digital ad campaigns	✓	WHERE SPACE	.	.	.
Editorial profile on your organisation	FULL PAGE ODT	1/2 PAGE ODT	.	.	.
Advertising in either CRL, SRL, ODT or a combination between Apr - Oct 2025	5 FULL PAGE ADVERTS	5 HALF PAGE ADVERTS	4 1/4 PAGE ADVERTS	1/4 PAGE ADVERT	1/8 PAGE ADVERT
Advertising in the Rural Champions 2025 Semi-Finalists publication	FULL PAGE	1/2 PAGE	1/3 PAGE	1/3 PAGE	1/8 PAGE
Sponsored content on Rural Life	4 WEEKS	3 WEEKS	1 WEEK	1 WEEK	1 WEEK
Sponsored content on ODT.co.nz	2 WEEKS	1 WEEK	3 DAYS	.	.
Online banners on ODT.co.nz and Rural Life	750,000 IMPRESSIONS	400,000 IMPRESSIONS	250,000 IMPRESSIONS	100,000 IMPRESSIONS	50,000 IMPRESSIONS
ODT.co.nz Homepage Rural Life Brand position - 33 weeks	✓
Your logo on the finalist announcement series	✓

Our partnership opportunities are available on a 'first in' basis. We are very grateful for the support from all of our partners who contribute to the success of Rural Champions.

	PREMIUM \$40,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	SUPPORTER \$2,500
Your logo on the full page in the Rural Champions 2025 winners announcement	✓	✓	✓	✓	✓
Your brand profile on Rural Life website	✓	✓	✓	✓	✓
Your logo on the full page "thank you" advert	✓	✓	✓	✓	✓
Invitations to Wānaka A&P Show and winners community shout. Opportunity to speak.	✓	✓	.	.	.
Right to use Rural Champions logo on your advert/s, website, socials & in store.	✓	✓	✓	✓	✓
Discount off ratecard for any additional 2025 Allied Press print or digital advertising campaigns	50%	40%	30%	20%	15%
Total Value:	\$113,620	\$47,341	\$25,486	\$14,413	\$8,081
Investment:	\$40,000	\$15,000	\$10,000	\$5,000	\$2,500

OUR NETWORK

OTAGO DAILY TIMES

- Distributed throughout Otago & Southland
- 24,661 circulation daily
- Published daily, 6 days
- E-edition, digital replica

330,000

Average ODT weekly readership (print + online)



RURAL LIFE

- Supported by our popular Rural Life website with over 60,000 users every month
- Proudly locally owned and operated right here in the south!



WEST COAST RURAL LIFE

Circulation: 14,300

MARLBOROUGH RURAL LIFE

Circulation: 18,050

NORTHERN RURAL LIFE

Circulation: 31,050

CANTERBURY RURAL LIFE

Circulation: 15,500

SOUTHERN RURAL LIFE

Circulation: 21,300



Contact the team for more information on how you can support Rural Champions 2025.

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