



Media Kit

2023/2024

ausveg.com.au

AUSVEG

About AUSVEG

AUSVEG is the peak industry body for Australia's vegetable and potato growers. It is run by growers, for growers.

It performs an important function to ensure that the interests of vegetable and potato growers are considered in all levels of government policy and that growers have access to critical information about important industry issues, including research, trade, biosecurity, pests and disease, and environmental sustainability.

AUSVEG partners with the International Fresh Produce Association of Australia and New Zealand (IFPA A-NZ) to host Hort Connections, the industry's biggest national conference. Hort Connections features the industry's largest trade show that highlights the services and products available to growers and other industry stakeholders, as well as presenting the industry's leading thought leaders from across the world to foster discussion and collaboration around the industry's most important and pressing issues.

AUSVEG is also focused on improving the economic outlook of the industry in its pursuits to encourage increased consumption of vegetables in the domestic and international markets, establishing domestic campaigns to encourage people to eat more vegetables, working with like-minded industries and associations to collaborate on broader industry campaigns to encourage healthy eating, and working to expand international markets.



Advertising Enquiries

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Marketing Enquiries

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Industry Magazine

Australian Grower

Vegetables | Potatoes | Onions

Australian Grower: Vegetables | Potatoes | Onions is a national industry-based magazine for the Australian vegetable, potato and onion industry.

The quarterly, full-colour A4 magazine is produced specifically for growers. No hit and miss, no risk. This magazine will reach vegetable, potato and onion growers around the country.

A typical *Australian Grower* will include grower stories, research and development case studies, market analysis and trends, and other relevant information specific to vegetable, potato and onion growing.

	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
Spring 2023	25 August 2023	30 August 2023	20 September 2023
Summer 2023/24	3 November 2023	8 November 2023	29 November 2023
Autumn 2024	24 January 2024	31 January 2024	21 February 2024
Winter 2024	22 April 2024	28 April 2024	20 May 2024



DISTRIBUTION

Australian Grower: Vegetables | Potatoes | Onions is distributed nationally to approximately 6,200 growers and industry members.

The magazine is directly mailed to growers, associated industry bodies such as consultants, state agriculture departments, agronomists, research institutes, private advisers, decision-makers and media.

Australian Grower is independently audited as the most widely distributed magazine in Australian horticulture.

ADVERTISING RATES

	CASUAL	X2	X4	X8
Full page (A4)	\$3,473	\$3,126	\$2,939	\$2,778
1/2 page horizontal	\$2,085	\$1,876	\$1,772	\$1,668
1/3 page horizontal	\$1,389	\$1,250	\$1,176	\$1,111
1/4 page horizontal	\$1,111	\$1,032	\$973	\$915

Premium advertising positions include: inside front cover, inside back cover, outside back cover, as well as opposite the following sections: Industry News, Vegetables, Potatoes, Onions, Export & Trade, Biosecurity and Minor Use, and Machinery & Tech.

AUSTRALIAN GROWER CONTENT PARTNERSHIPS

AUSVEG is offering up to four content partnerships for each edition of *Australian Grower*. Content partnerships include:

- Prominent recognition as a content partner
- 1 x editorial article
- 2 x full page print colour advertisements

Content Partnership rates

ISSUES PER YEAR	COST
One	\$8,000
Two	\$15,000

SPECIFICATIONS

	TRIM SIZE (W X H)	BLEED SIZE (W X H)	TYPE SIZE (W X H)
Full page (A4)	210mm x 297mm	216mm x 303mm	192mm x 279mm
1/2 page	210mm x 147mm	216mm x 153mm	192mm x 129mm
1/3 page	210mm x 97mm	216mm x 103mm	192mm x 79mm
1/4 page	210mm x 70mm	216mm x 76mm	192mm x 52mm

Trim size: Page size (e.g. Full page: 210mm (W) x 297mm (H))

Bleed size: Trim size + 3mm added to each edge

Type size: Recommended safe area for important text on page to ensure it isn't lost when the page is trimmed

Please provide PDF files in CMYK with 3mm bleed and trim marks, resolution to be saved at 300dpi and scans at not less than 300dpi.

Zip files, Microsoft Publisher, Word, Pagemaker, Excel and Powerpoint files will NOT be accepted. Film and bromide are NOT accepted.

All fonts (screen and print) must be packaged, embedded or outlined. All images to be supplied as 300dpi CMYK, TIFF or JPEG files. Make sure all colours are CMYK and not RGB. Spot colours must be converted to CMYK. Metallic colours are not accepted.

Minimum type size: 5 point. For full-colour reverse type – minimum type size: 6 point.

Artwork under 20 megabytes in size may be emailed to communications@ausveg.com.au.

Artwork over 20 megabytes to be supplied through an online file transfer site in Mac/PC format, such as [wetransfer.com](https://www.wetransfer.com).

Contact AUSVEG if you have any questions about advert specifications on 03 9882 0277.



Full page



1/3 page horizontal



1/2 page horizontal



1/4 page horizontal

INSERTS & ONSETS

Inserts and onsets are available for inclusion within the publication. For booking and material deadlines, please refer to the magazine deadlines.

Limited numbers of inserts/onsets will be accepted per edition of the magazine. After the first insert/onset has been confirmed, any subsequent inserts/onsets will be allocated to a weight bracket that accounts for all confirmed inserts/onsets and charged accordingly.

Prices subject to change according to variations in charges imposed by Australia Post. To confirm price, advertisers MUST provide weight of insert/onset at time of booking.

MAGAZINE FLYSHEET

The magazine flysheet is distributed with each edition of *Australian Grower*. Opportunities to advertise on this flysheet ensure high impact on receipt of the publications.

AUSTRALIAN
GROWER
VEGETABLES / POTATOES / ONIONS

If undeliverable return to AUSVEG
3 Glenarm Road Glen Iris VIC 3146

Incorporating:
vegetables australia **potatoes** australia

**PRINT
POST**
100017532

**POSTAGE
PAID**
AUSTRALIA

Not your address? Please notify AUSVEG if your details have changed

Circle Dr / Mr / Mrs / Ms Name _____

Company Name _____

Postal Address _____

Suburb State Postcode

Phone Fax Mobile

Email _____

Phone 03 9882 0277 or email info@ausveg.com.au

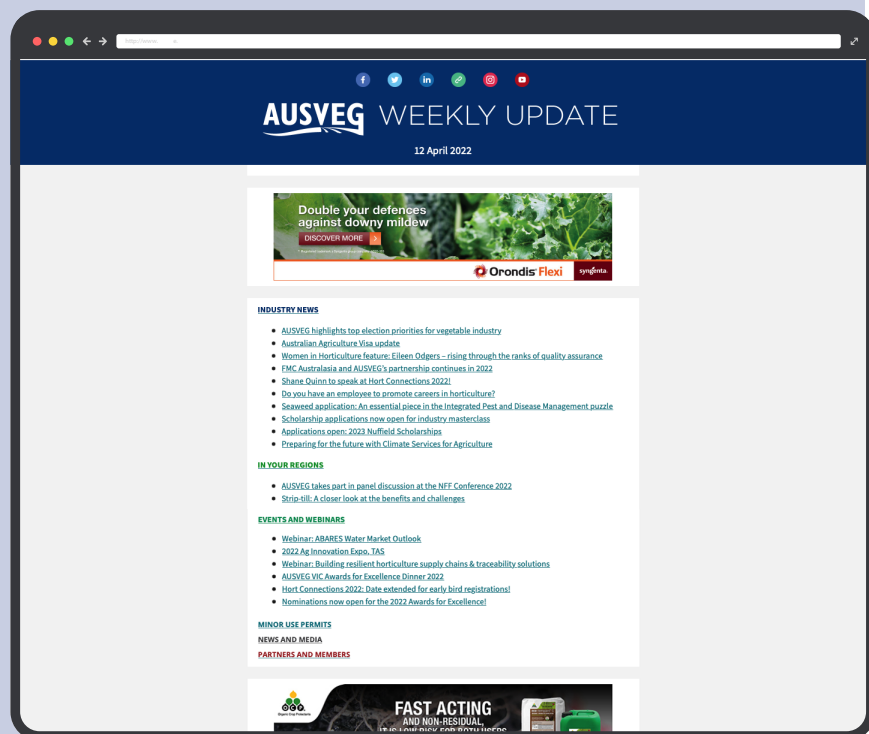
If you no longer wish to receive the AUSVEG Australian Grower please tick and email back to info@ausveg.com.au ☐



The AUSVEG Australian Grower is distributed using biodegradable plastic wrap



Desktop



Premium banner

Weekly Update E-Newsletter

The AUSVEG Weekly Update e-newsletter creates an important link between growers, researchers, agri-businesses and other industry stakeholders. With a circulation of over 3,200 industry members per week, this provides an opportunity for targeted advertising to individuals and companies in horticulture.

ADVERTISING RATES

	COST	X2	X4	X8
Premium banner	\$862	\$1,639	\$3,105	\$5,865

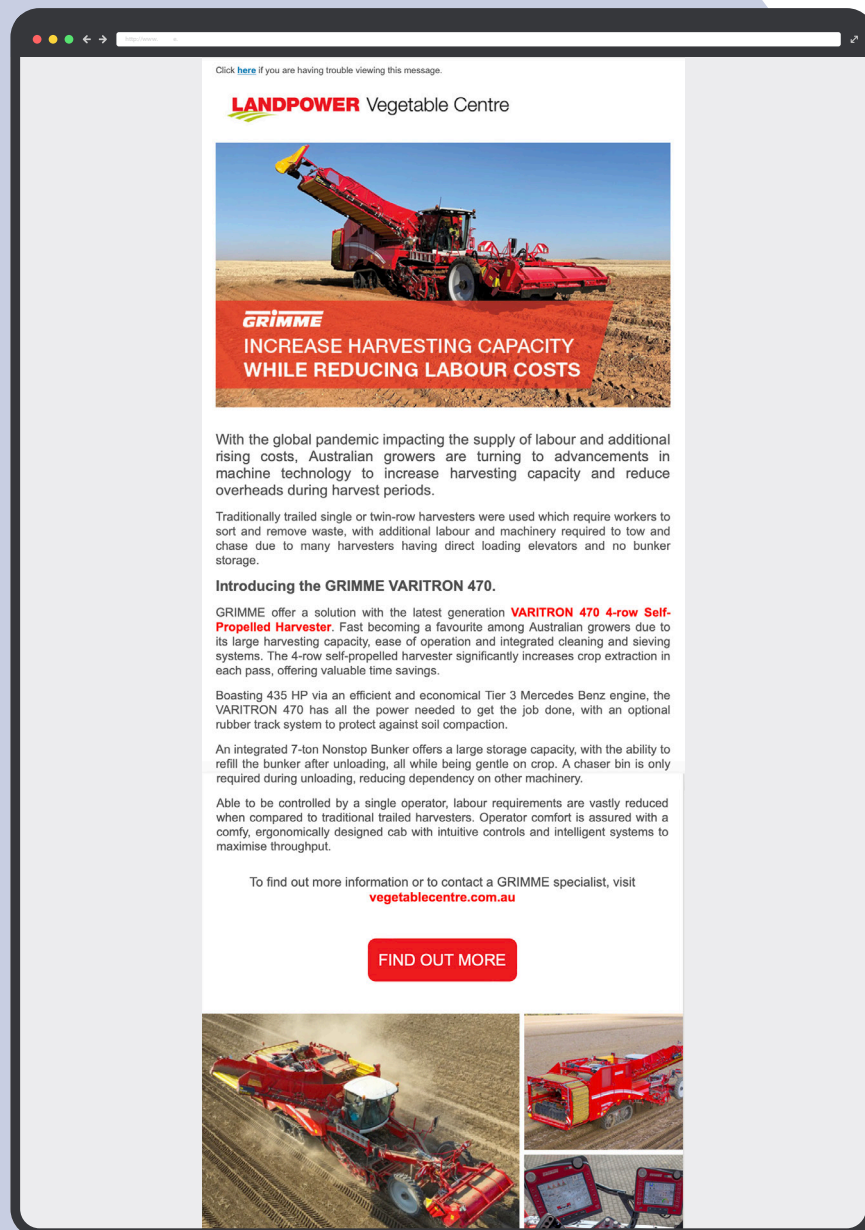
SPECIFICATIONS

	SIZE (W X H)
Premium banner	580px x 150px

*Size of adverts may change throughout the year.
Adverts must be provided in RGB JPEG format at 150dpi.

Artwork is due by close of business Friday the week prior to the Tuesday publication of the Weekly Update. Please provide any link required for the advert.

Desktop



Sponsored EDMs

AUSVEG Electronic Direct Mail creates an important link between growers, researchers, agri-businesses and other industry stakeholders. With a circulation of over 3,200 industry members, marketing to our database provides an opportunity for targeted advertising to individuals and companies in horticulture.

ADVERTISING RATES

This bi-monthly opportunity is available for \$5,500 per EDM.

SPECIFICATIONS

Supplied as a Mailchimp shared template or as a HTML File.

AUSVEG MEDIA PACKAGE

To save on advertisement costs, take advantage of the AUSVEG media package.

- Flysheet of *Australian Grower*.
- Full page colour advertisement in the same issue.
- Premium banner advertisement in the Weekly Update.

PUBLICATIONS

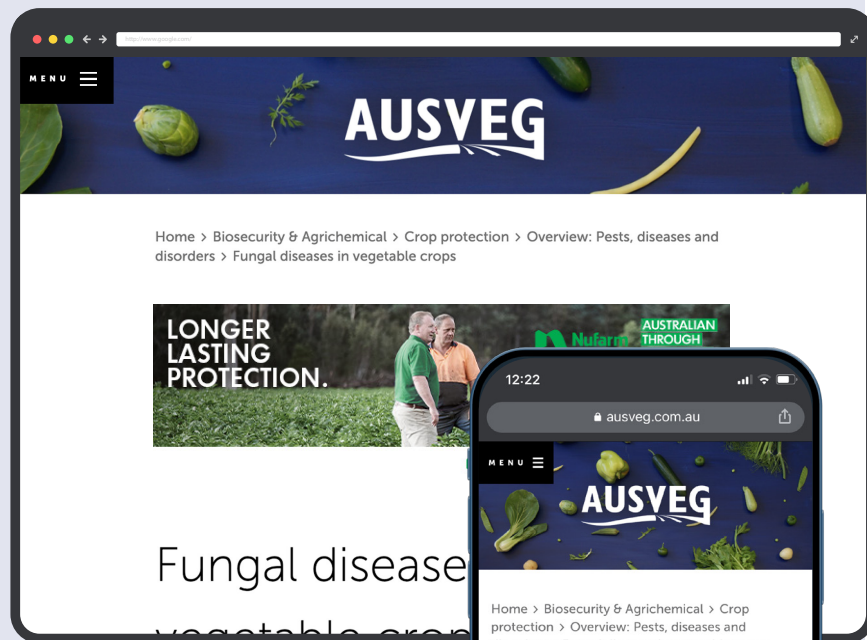
2023-24

*Australian Grower &
Weekly Update E-Newsletter*

\$6,500



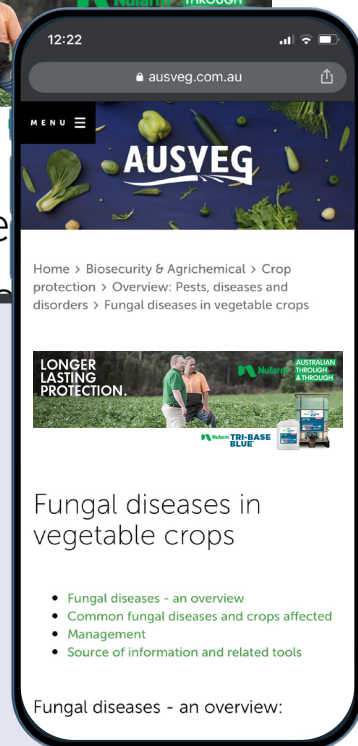
Desktop



Mobile

Header Banner

The Fungal Diseases in vegetable crops web page is the highest performing page on the AUSVEG website, generating the highest organic traffic of any AUSVEG web page.



Website

The AUSVEG website is a trusted source of industry information that is accessed by over 20,000 growers and industry members on a desktop and on mobile per month.

There are multiple opportunities to advertise on the AUSVEG website, which can be booked for one month periods.

ADVERTISING RATES

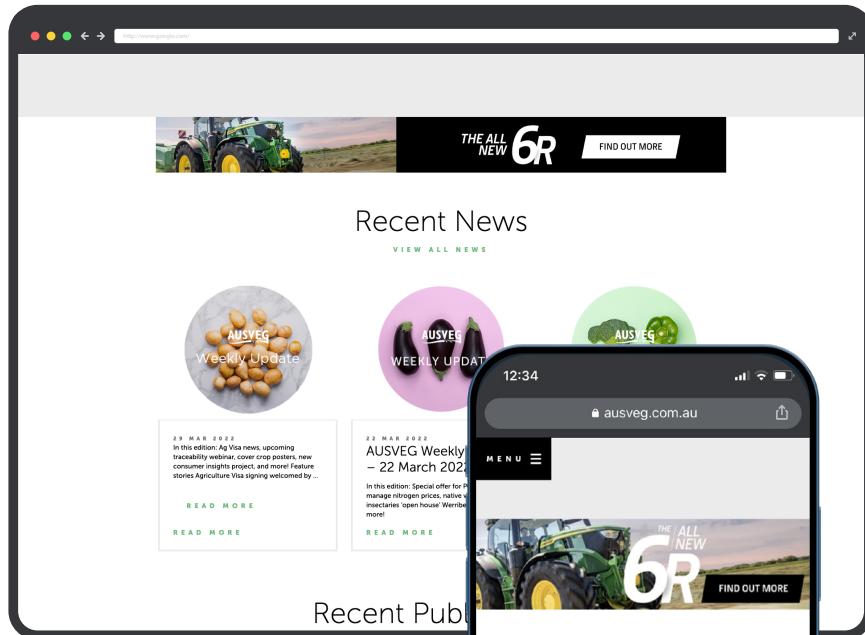
	PLACEMENT	COST
Header banner	Prominently placed above page title on the AUSVEG Fungal Diseases web page	\$2,070
Home page box advert	Below Suppliers Guide on AUSVEG Home Page	\$1,150
Home page banner advert	Displayed under the grey line that separates links and Industry News.	\$978

SPECIFICATIONS

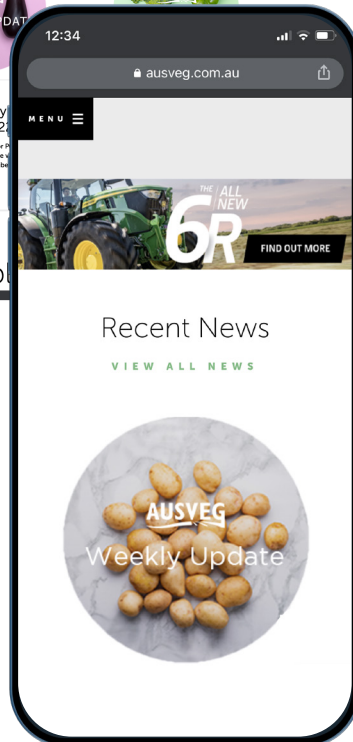
	SIZE (W X H)
Header banner	600px (W) x 200px (H)
Home page box advert	400px (W) x 300 (H)
Home page banner advert	1280px (W) x 125px (H) 100% of page in width Supplied as an RGB JPEG file at 150dpi

Home Page Banner Advert

Desktop

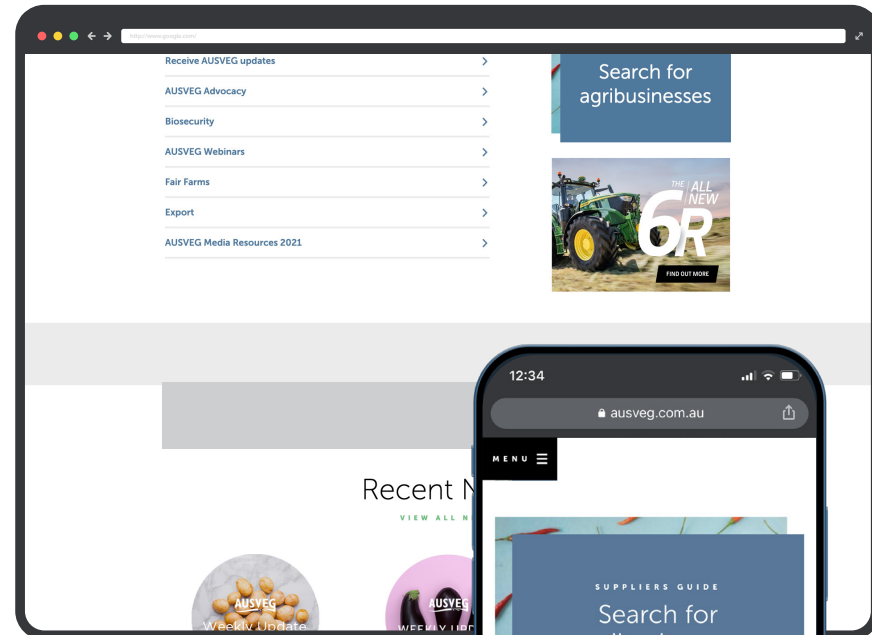


Mobile

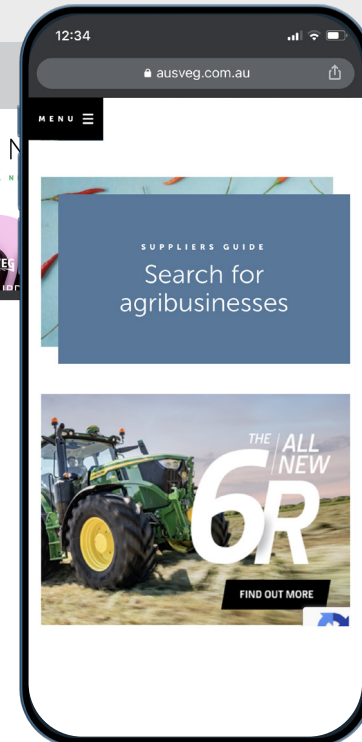


Home Page Box Advert

Desktop



Mobile



Suppliers Guide

The AUSVEG Suppliers Guide is an online listing a diverse range of horticultural businesses. Participating businesses are able to make changes to their online listing at any time, making it a convenient and affordable way to promote their services.

	NEW BASIC LISTING	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
	\$200	\$1,250	\$1,750 5 available	\$3,000 3 available
Logo displayed on website	\$200	✓	✓	✓
Description of business		40 words	80 words	
Number of category listings	2	3	5	5
Website box advert		✓		
Website banner advert			✓	
Platinum website advert				✓

WEB SPECIFICATIONS

TRIM SIZE (W X H)

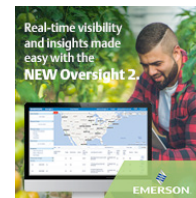
Platinum advert 1 680px x 190px

Platinum advert 2 & 3 190px x h 614px

Gold Package banner advert 475px x 190px

Silver Package box advert 190px x 190px

Please supply web artwork as 150dpi RGB JPEG.



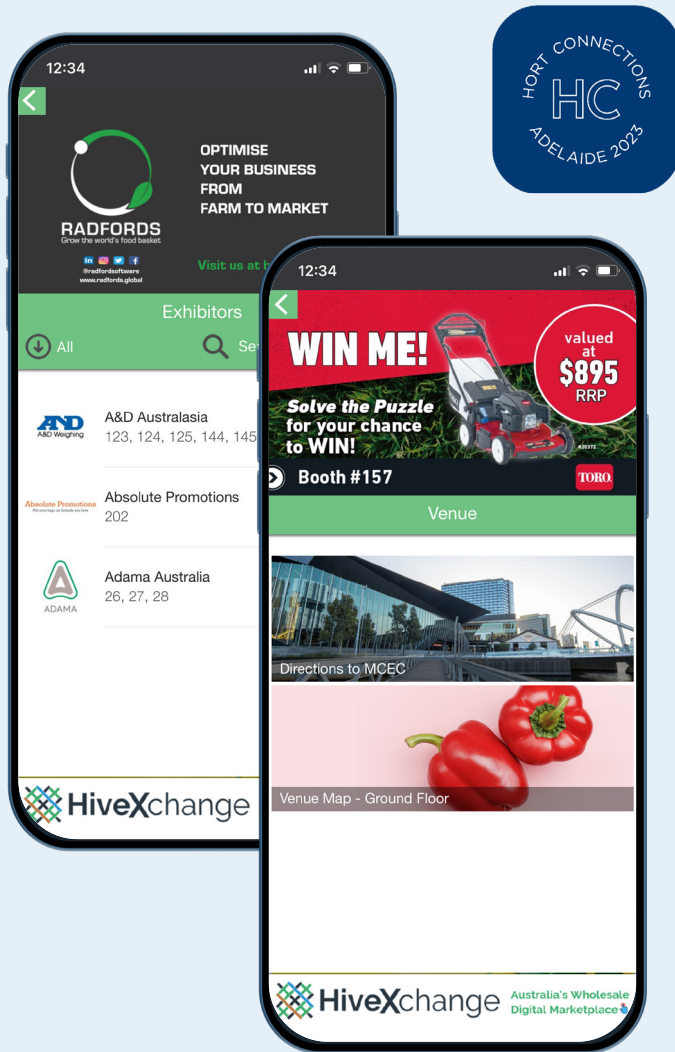
Silver Package
Box advert

Gold Package
Banner advert

Platinum Advert
1



Platinum Advert
2 & 3



Hort Connections Event App

The Hort Connections App is a unique opportunity to new and existing event sponsors to communicate directly with approximately 2,000 event delegates covering every area of the fresh produce sector. There are ten separate pages available for sponsorship, with the app due to be released two weeks before the start of the event.

PAGES AVAILABLE FOR ADVERTISING

- Speakers
- My Event
- Industry Partners
- Sponsors
- Exhibitors
- Venue
- Social Media
- How to Earn Points
- Prizes
- Notifications

ADVERTISING RATES

	COST	
Push Notification	\$1000	
Premium banner	\$850	
	MATERIAL DEADLINE	APP LAUNCH (EST)
Hort Connections 2024 App Advert	9 May 2024	16 May 2024

"It was extremely well organised and the App was fantastic for planning!"

– Hort Connections 2023 delegate

SPECIFICATIONS

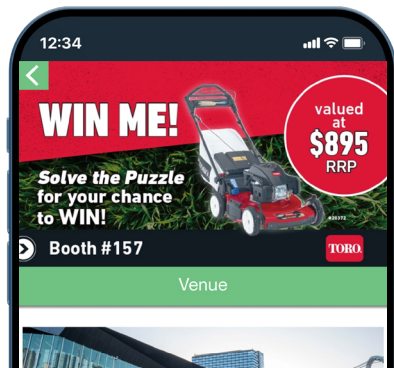
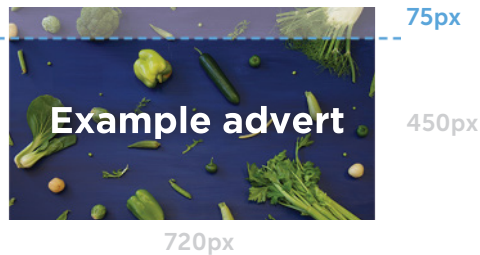
SIZE (W X H)

Premium Banner

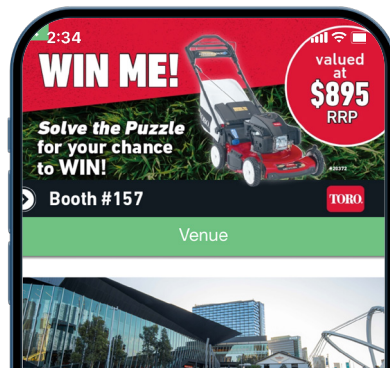
720px x 405px

Adverts must be provided as a 96dpi RGB JPEG with no transparency.

Please allow 75px clear space at top for the back button (iOS) and system icons (Android).



 iPhone
Header below status bar



 Android
Header behind status bar

Event App

HORT CONNECTIONS 2023

Reach

1,962
downloads

14% increase
in downloads since
Hort Connections 2019

Post-Conference



Access to speaker
presentations

Incentives to download

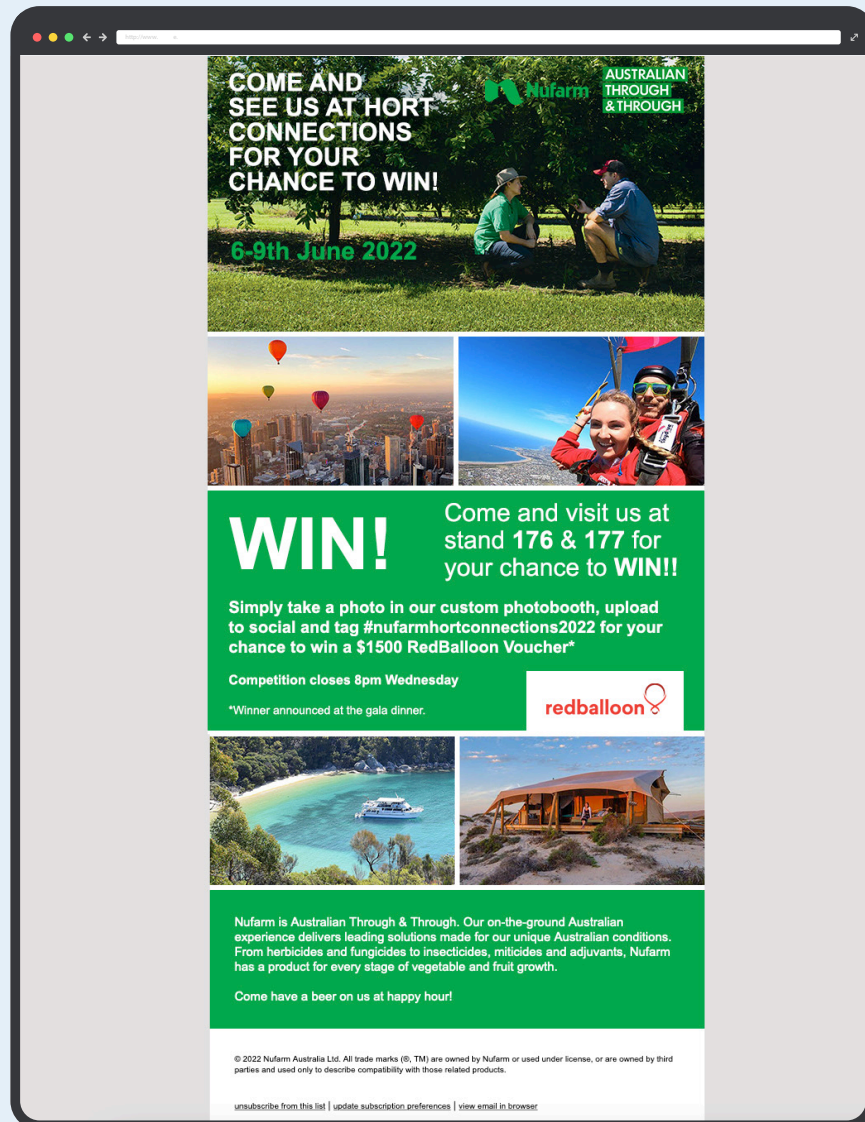
Gamification opportunities include:

- + Visiting exhibitors in the Trade Show
- + Providing feedback on speaker sessions
- + Messaging delegates
- + Visits to sponsor pages



Delegates will be incentivised to download and engage with the Hort Connections App. Prizes will be on offer to delegates with the highest number of points.

Desktop



Hort Connections Sponsored EDMs

Hort Connections EDMs are an important communication platform to delegates in the month leading up to the event. These EDMs will reach all growers, suppliers, agri-businesses and other industry stakeholders who have registered, or previously registered, for the event. This is a not-to-be-missed chance to increase your visibility in the lead-up to the biggest event in Australian horticulture and promote your services to a highly engaged audience.

There are four Hort Connections EDMs available in a first-come, first-serve basis in the month leading up to the event for \$6,500 per EDM to over 6,500 subscribers.

ADVERTISING RATES

	COST	
Sponsored EDM	\$6,500	
	MATERIAL DEADLINE	APP LAUNCH (EST)
Hort Connections 2022 App Advert	9 May 2024	16 May 2024

GENERAL INFORMATION

All advertising rates included in this document are listed in AUD and do not include GST.

There is a 75% charge for cancellations after the material deadline for all publications.

AUSVEG reserves the right to refuse any request for advertising. AUSVEG reserves the right to refuse any artwork submitted by advertisers or their agents and require said artwork to be redesigned or alternative artwork provided, at the advertiser or agents expense. If design assistance is required, a fee of \$150 per hour will apply.

Advertising Enquiries

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