



Media Kit

2024/2025

ausveg.com.au

AUSVEG

About AUSVEG

AUSVEG is the national peak industry body for Australia's vegetable, potato and onion growers, representing one third of the national horticulture industry output - \$5.8 billion in vegetable production value of the \$16.3 billion total horticulture production value.

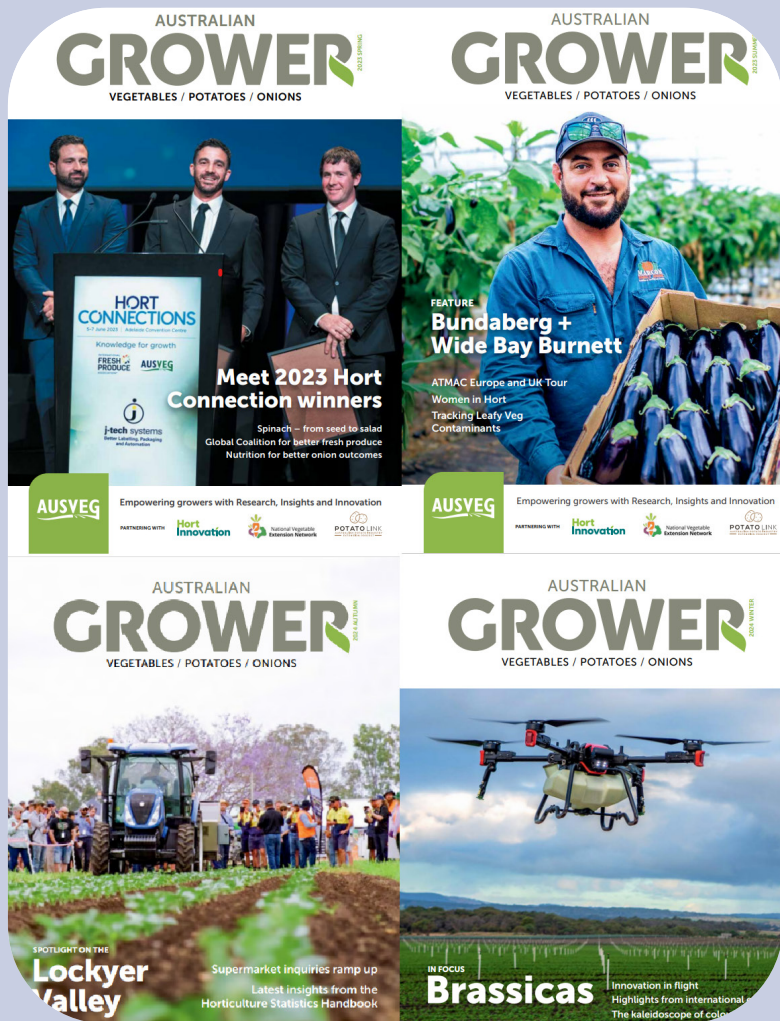
We are owned by growers for growers, and are committed to growing our industry through advocacy to government, representation of the interests of vegetable, potato and onion growers, and the delivery of high quality services to those growers in areas such as biosecurity, communications and extension, environmental sustainability, and international trade development among others.

AUSVEG partners with the International Fresh Produce Association (IFPA) to host Hort Connections, the Southern Hemisphere's largest horticulture conference. Hort Connections features a trade show highlighting services and products available to growers and industry stakeholders, and also fosters discussion and collaboration around the industry's most important and pressing issues.

AUSVEG has a strong focus on driving vegetable consumption in domestic and international markets through establishing domestic behavioural change campaigns. We also collaborate with like-minded industries and associations on broader industry campaigns to encourage healthy eating, and work to expand international markets, in turn, driving demand and contributing to higher farm gate returns.

Advertising Enquiries

Jack Boyle
Events and Partnerships Coordinator
P: 03 9882 0277
E: jack.boyle@ausveg.com.au



Industry Magazine

Australian Grower

Vegetables | Potatoes | Onions

Australian Grower is a national 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 2024	2 August 2024	7 August 2024	30 August 2024
Summer 2024/25	18 October 2024	23 October 2024	18 November 2024
Autumn 2025	24 January 2025	29 January 2025	24 February 2025
Winter 2025	18 April 2025	23 April 2025	18 May 2025

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 agent's expense. If design assistance is required, a fee of \$150 per hour will apply.

DISTRIBUTION

Australian Grower is directly mailed every quarter to 5,500 growers and key industry stakeholders, including consultants, government departments, agronomists, research institutes, political decision-makers and media, and is also available online.

Premium advertising positions are available on the inside front cover and inside back cover, and typically attract a 15% premium.

Commodity-specific placements in relevant sections (Vegetables, Potatoes and Onions) are also available. Rates are outlined below.

ADVERTISING RATES - VEGETABLES

	CASUAL	X2	X4	X8
Full page (A4)	\$3,647	\$3,282*	\$3,100*	\$2,917*
1/2 page horizontal	\$2,189	\$1,970*	\$1,861*	\$1,751*
1/3 page horizontal	\$1,458	\$1,313*	\$1,240*	\$1,167*
1/4 page horizontal	\$1,167	\$1,150*	\$992*	\$933*

ADVERTISING RATES - POTATOES/ONIONS

	CASUAL	X2	X4	X8
Full page (A4)	\$3,473	\$3,126*	\$2,939*	\$2,778*
1/2 page horizontal	\$2,085	\$1,877*	\$1,772*	\$1,668*
1/3 page horizontal	\$1,389	\$1,250*	\$1,181*	\$1,111*
1/4 page horizontal	\$1,111	\$1,100*	\$944*	\$889*

*rate includes a per-advertisement discount based on bulk purchase



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	\$8,400
Two	\$15,120
Three	\$21,420

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, Excel and Powerpoint files will NOT be accepted.

All fonts (screen and print) must be packaged, embedded or outlined. All images to be supplied as 300dpi 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 sharing site.

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



Full page



1/2 page horizontal



1/3 page horizontal



1/4 page horizontal



AUSVEG WEEKLY UPDATE

6 June 2024

Double your defences against downy mildew

DISCOVER MORE >

Jump to a different section

- [EVENTS](#)
- [INDUSTRY NEWS](#)
- [RESOURCES](#)
- [NEWS AND MEDIA](#)
- [PARTNERS AND MEMBERS](#)

WIN* A YAMAHA WOLVERINE X2 UTILITY.

Muir's CORTEVA

By purchasing \$3,000 of any Corteva product from Muir's (note that either Sorbus and/or Veripos must be purchased in the transaction) on one invoice, you can go into the draw for this amazing Super prize.

LEARN MORE

EVENTS

Record-breaking Hort Connections 2024 wraps in Melbourne



A massive Hort Connections 2024 has wrapped in Melbourne, with AUSVEG and the International Fresh Produce Association - Australia New Zealand joining forces to once again deliver a record-breaking event for Australian horticulture.

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	\$776*	\$733*	\$690*

*rate includes a per-advertisement discount based on bulk purchase

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.

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 \$6,500 per EDM.

SPECIFICATIONS

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

PRINT, POST AND WEEKLY UPDATE PACKAGE

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

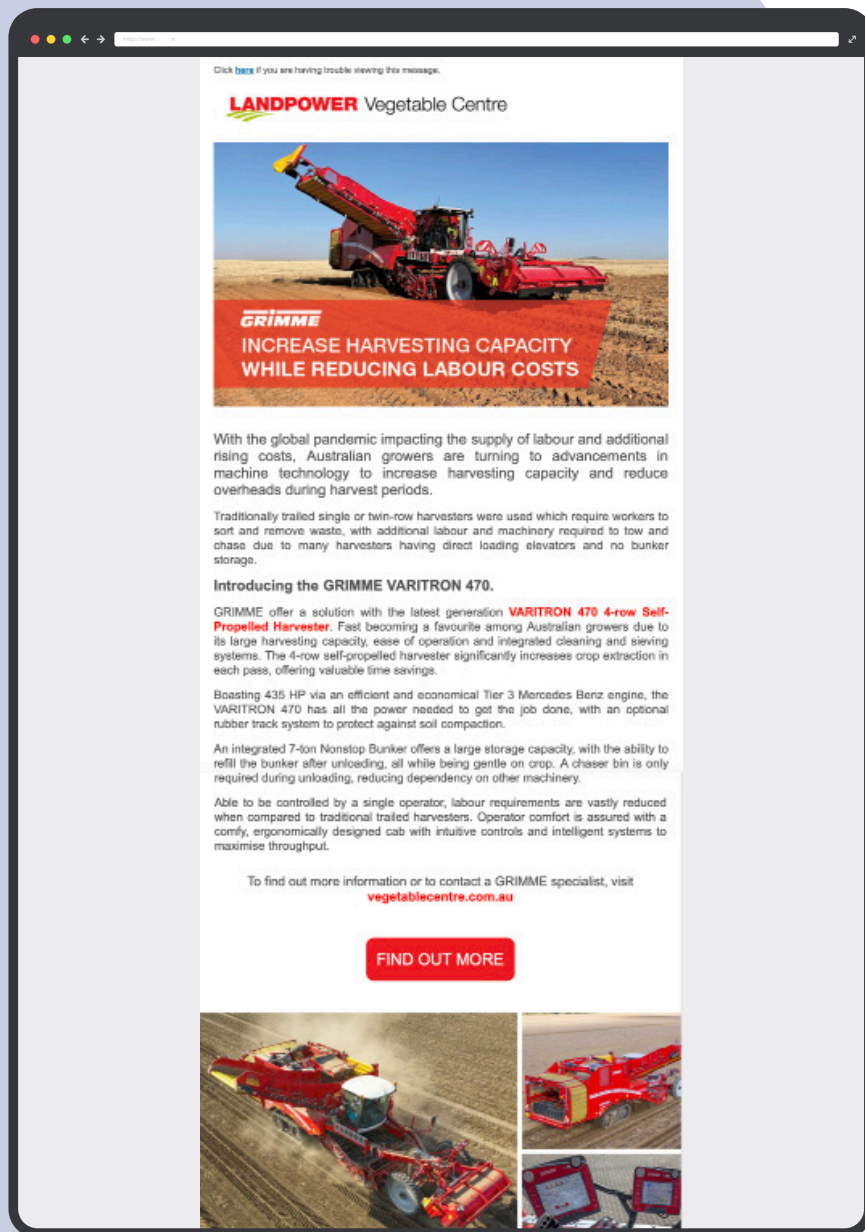
- Flysheets of Australian Grower.
- Full page colour advertisement in the same issue.
- Premium banner advertisement in the Weekly Update.

PUBLICATIONS

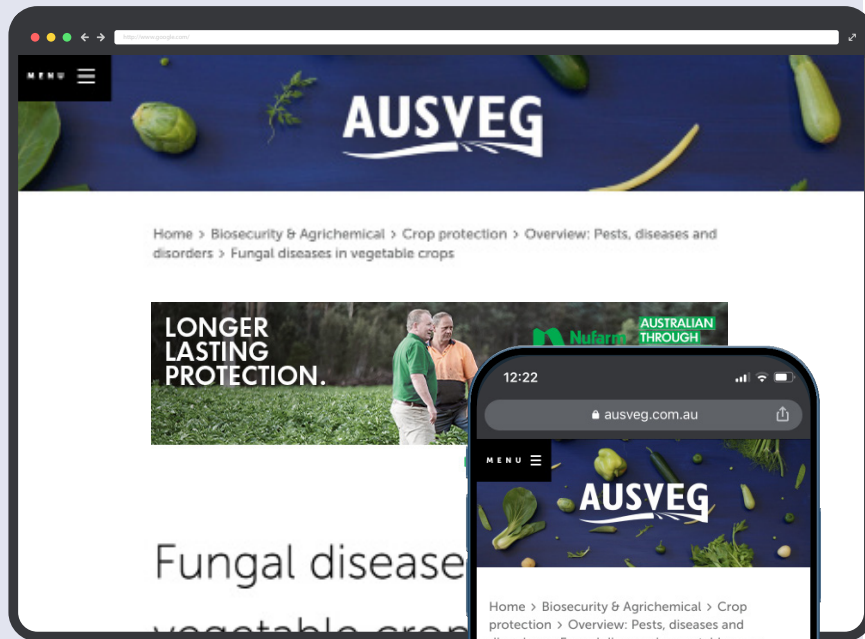
2024-25

Australian Grower &
Weekly Update E-Newsletter

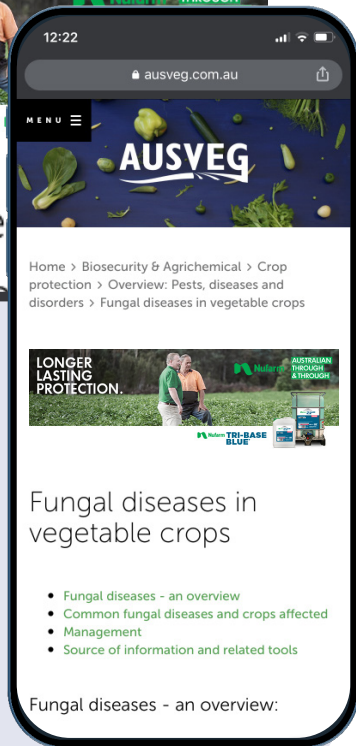
\$6,825



Desktop



Mobile



Website

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

There are multiple website advertising opportunities, which can be booked for one month periods.

As the most visited page, the AUSVEG home page offers opportunities to reach the widest audience. Placements are also available on subject-matter specific pages, such as the fungal diseases in vegetable crops page.

ADVERTISING RATES

	PLACEMENT	COST	X2	X4
Home page banner advert	Prominently displayed above the Industry News section on the AUSVEG home page.	\$2,070	\$1,863*	1,670*
Home page box advert	Prominently placed on the AUSVEG home page.	\$1,150	\$1,035*	\$978*
Header banner	Prominently placed above page title on subject matter-specific page (eg. fungal diseases web page).	\$978	\$880*	\$831*

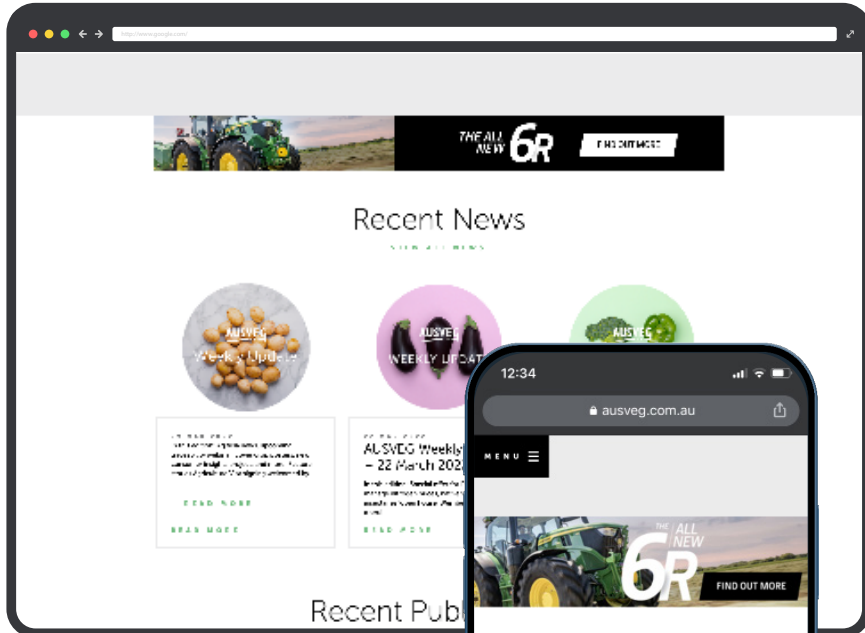
*rate includes a per-advertisement discount based on bulk purchase

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 100% of page width	1280px (W) x 125px (H) Artwork to be provided as an RGB JPEG file at 150dpi

Home Page
Banner Advert

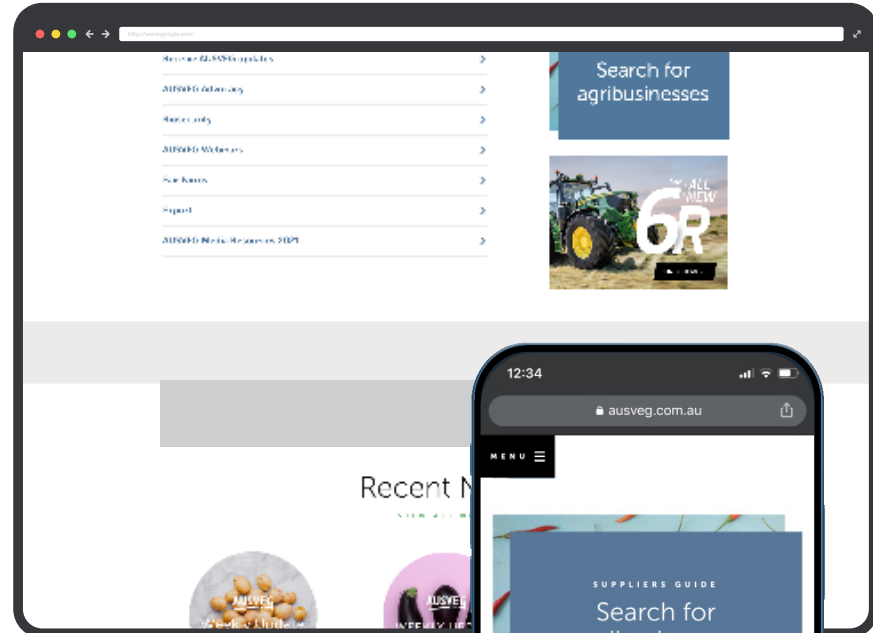
Desktop



Mobile

Home Page
Box Advert

Desktop



Mobile

Vegalogue Podcast

Vegalogue is a regular podcast from AUSVEG, where we take a look at issues affecting the Australian vegetable, potato and onion sectors and meet some of the incredible people who make up the vegetable industry.

As a new offering this year, advertisers have the opportunity to take advantage of an introductory offer to have their audio advertisements featured in this podcast which is widely circulated across AUSVEG communications channels each month.

To discuss podcast advertising options please contact a member of the AUSVEG Events and Partnerships team on 03 9882 0277.



Take your veg news on the road with AUSVEG's Vegalogue podcast.

Industry updates, the latest vegetable R&D, and conversations with industry figures from farm to fork.

AUSVEG LISTEN NOW
vegalogue.buzzsprout.com



Vegalogue

AUSVEG

A dialogue on research, advocacy and people in the Australian vegetable industry from AUSVEG, Australia's peak industry body for the vegetable, potato and onion sectors.



Suppliers Guide

The AUSVEG Suppliers Guide is an online offering, 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.

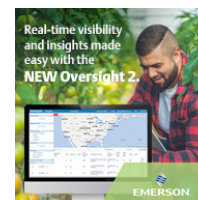
	NEW BASIC LISTING	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
	\$200	\$1,250	\$1,750 5 available	\$3,000 3 available
Logo displayed on website	\$200	✓	✓	✓
Description of business		40 words	80 words	
Number of category listings	2	3	5	5
Website box advert		✓		
Website banner advert			✓	
Platinum website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

WEB SPECIFICATIONS

TRIM SIZE (W X H)

Platinum advert 1	680px x 190px
Platinum advert 2 & 3	190px x 614px
Gold Package banner advert	475px x 190px
Silver Package box advert	190px x 190px

Please supply web artwork as 150dpi RGB JPEG.



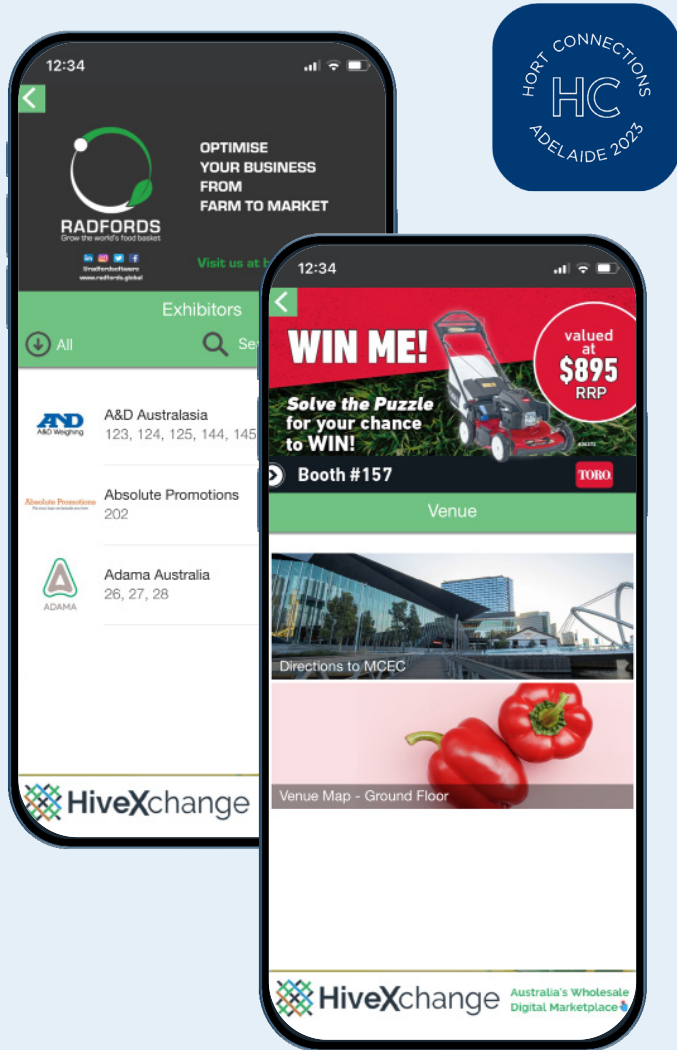
Silver Package Box advert

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 2,300 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 event begins.

PAGES AVAILABLE FOR ADVERTISING

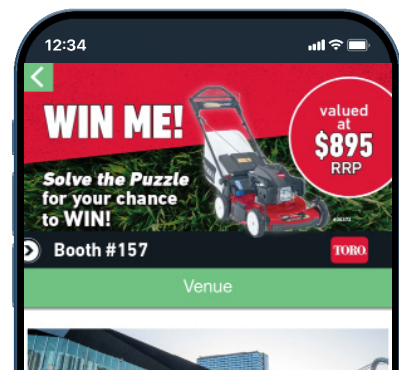
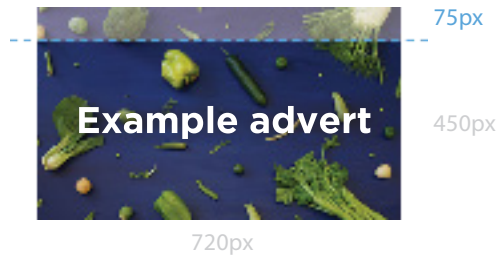
- Speakers
- My Event
- Industry Partners
- Sponsors
- Exhibitors
- Venue
- Social Media
- How to Earn Points
- Prizes
- Notifications

ADVERTISING RATES

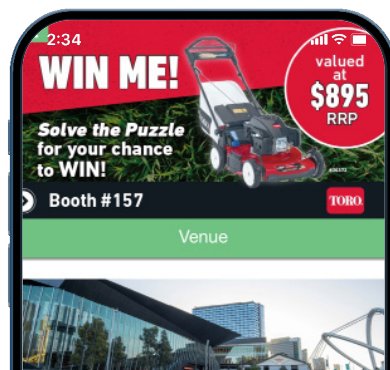
	COST	MATERIAL DEADLINE	APP LAUNCH (EST)
Push Notification	\$1050		
Premium banner	\$895		
Hort Connections 2025 App Advert		9 May 2025	16 May 2025

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 2024

Reach

2,301
downloads

36% increase
in downloads since
Hort Connections 2019

Post-Conference



Access to speaker
presentations

Incentives to download

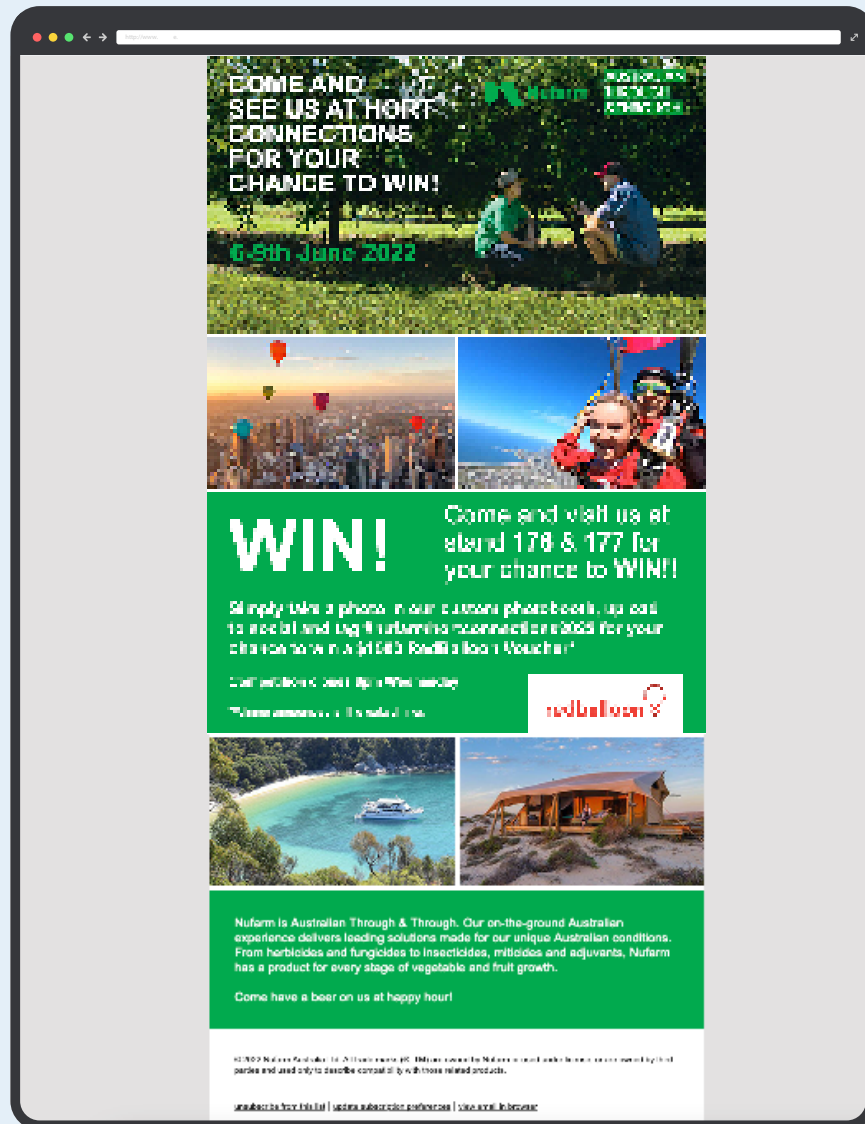
Gamification opportunities include:

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



Delegates are 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 on a first-come, first-served basis in the month leading up to the event for \$6,825 per EDM to over 6,500 subscribers.

ADVERTISING RATES

	COST
Sponsored EDM	\$6,825
	MATERIAL DEADLINE
Hort Connections 2025 EDM content	9 May 2025



Advertising Enquiries

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Events and Partnerships Coordinator

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