



AUSVEG

2019-20
MEDIA KIT

ABOUT US

AUSVEG is the national industry representative body representing the interests of Australian vegetable and potato growers and is committed to securing the industry's future. We identify and prioritise the issues of our members and advocate on behalf of growers to ensure their needs are heard and understood by decision makers.

As a peak industry body, we have an important facilitation role to play in driving innovation and bringing disparate groups together where there is common purpose.

We also deliver projects that produce outstanding results for growers using our skills, resources and credibility as an organisation in areas including Communications; Biosecurity; Extending research to industry; Export development; and Environmental sustainability.

Alongside PMA Australia-New Zealand, we host the annual Hort Connections conference, bringing together our entire sector to learn and network at the biggest event in Australian horticulture.

ADVERTISING ENQUIRIES

Marc Wilson – Gypsy Media and Marketing Services

Phone: 03 8762 7791 | Mobile: 0419 107 143

Fax: 03 9882 6722 | Email: marc@gypsymedia.com.au

MARKETING ENQUIRIES

Nathan McIntyre – National Marketing Manager

Phone: 03 9882 0277

Email: nathan.mcintyre@ausveg.com.au

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 \$120 per hour will apply.

QUARTERLY MAGAZINES



COVER STORY | POPPING CORN ONTO THE TASMANIAN MENU
HORT CONNECTIONS 2019 | SPEAKER PRESENTATIONS YOU CAN'T MISS!
INDUSTRY MISSION | AUSSIE VEG. GROWERS LEARN FROM EUROPEAN COLLEAGUES



CATHERINE VELISHA | BUSINESS OWNER ON THE RISE
PLANT PEST SURVEILLANCE | CROSS-INDUSTRY PROJECT IN FULL SWING
EXPORT CASE STUDIES | VEGETABLE GROWERS SHARE THEIR EXPORT EXPERIENCES

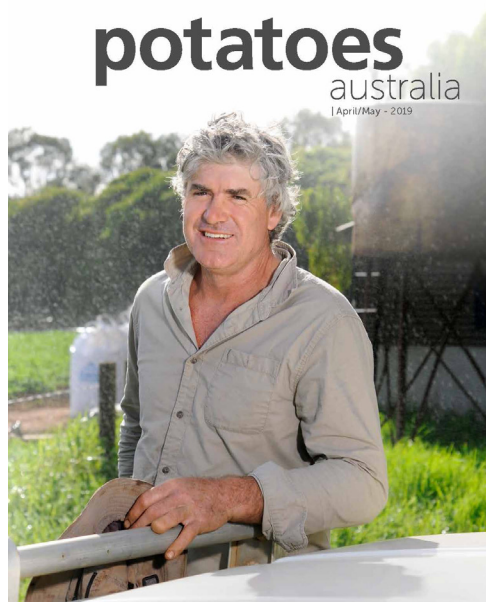
VEGETABLES AUSTRALIA

Vegetables Australia is a national industry-based magazine for the Australian vegetable industry. The 60-page, quarterly, full-colour magazine is produced specifically for growers. No hit and miss, no risk. This magazine will reach vegetable growers around the country. A typical *Vegetables Australia* will include grower stories, research and development case studies, market analysis and trends, and other relevant information specific to vegetable growing.

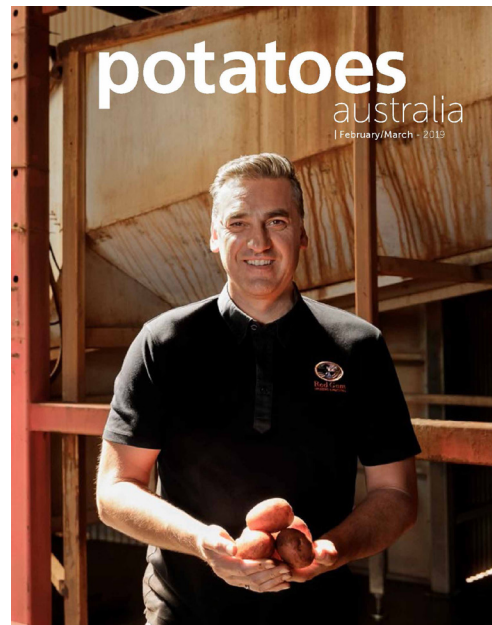
DISTRIBUTION

Vegetables Australia is distributed nationally to approximately 5,200 growers and industry members. The magazine is directly mailed to vegetable levy payers, associated industry bodies such as consultants, state agriculture departments, agronomists, research institutes, private advisers, decision-makers and media. *Vegetables Australia* is independently audited as the most widely distributed magazine in Australian horticulture.

QUARTERLY MAGAZINES



VAUGHAN CARTER | WA GROWER LOOKS TO THE FUTURE
MARKET DEVELOPMENT | AUSSIE POTATO EXPORTS STRENGTHEN IN 2018
PREDICTA PT UPDATE | SOIL TESTING SERVICE EXPANDS FOR POTATO GROWERS



ROBERT CERCHIARO - X-RAY VISION DELIVERS QUALITY SPUDS
CHURCHILL FELLOWSHIPS - APPLICATIONS NOW OPEN
RESEARCH UPDATE - TIPS TO IMPROVE POTATO SEED QUALITY AND MANAGEMENT

POTATOES AUSTRALIA

Potatoes Australia is the premier quarterly publication for the Australian potato industry. The 36-page national magazine is provided to 2,700 growers and industry members around the country. Covering the latest industry news, innovative research and development, technological advancements, and leading industry representatives, *Potatoes Australia* serves as a comprehensive communication channel for the industry.

DISTRIBUTION

Potatoes Australia is distributed nationally to approximately 2,700 growers and industry members. The magazine is directly mailed to potato levy payers, associated industry bodies such as consultants, state agriculture departments, agronomists, research institutes, private advisers, decision-makers and media.

QUARTERLY MAGAZINES

VEGETABLES AUSTRALIA

DEADLINES

Issue	Booking deadline	Material deadline	Publication date
Spring 2019	9 August 2019	16 August 2019	16 September 2019
Summer 2020	18 October 2019	25 October 2019	22 November 2019
Autumn 2020	17 January 2020	24 January 2020	21 February 2020
Winter 2020	17 April 2020	24 April 2020	25 May 2020

ADVERTISING RATES

Size	Casual	x2	x4	x8	x16
Full page	\$3,020	\$2,718	\$2,566	\$2,416	\$2,217
1/2 page	\$1,813	\$1,631	\$1,541	\$1,450	\$1,360
1/3 page	\$1,208	\$1,087	\$1,026	\$966	\$906
1/4 page	\$996	\$897	\$846	\$796	\$747

POTATOES AUSTRALIA

DEADLINES

Issue	Booking deadline	Material deadline	Publication date
October 2019	6 September 2019	13 September 2019	14 October 2019

Future publication dates for *Potatoes Australia* will be advised in the later part of 2019.

ADVERTISING RATES

Size	Casual	x2	x4	x8	x16
Full page	\$2,184	\$1,966	\$1,856	\$1,747	\$1,638
1/2 page	\$1,383	\$1,244	\$1,175	\$1,107	\$1,037
1/3 page	\$923	\$831	\$784	\$738	\$692
1/4 page	\$761	\$685	\$647	\$609	\$571

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

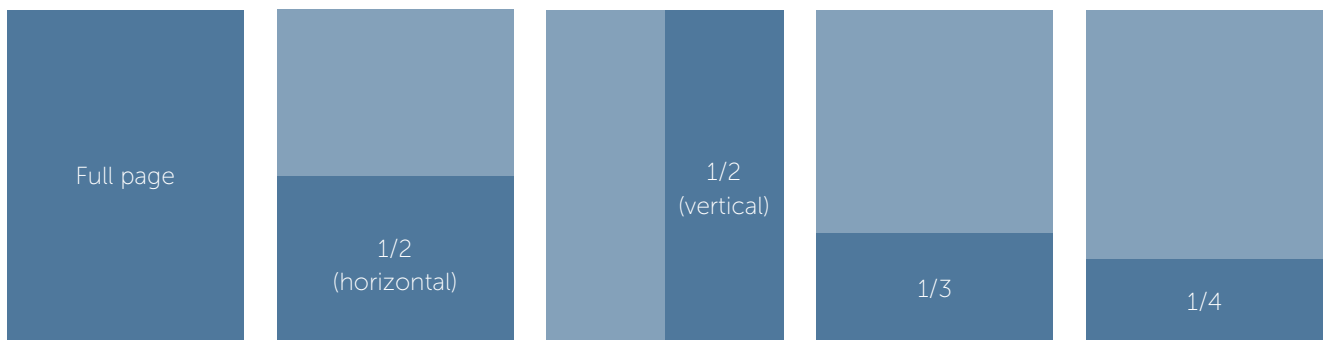
Any preferred positions for advertising will incur an additional 10% surcharge. This includes inside front cover, outside back cover and inside back cover.

QUARTERLY MAGAZINES

SPECIFICATIONS

Page size	Trim size	Bleed size	Type size
Full page (A4)	w 210mm x h 297mm	w 216mm x h 303mm	w 192mm x h 279mm
1/2 page horizontal	w 210mm x h 147mm	w 216mm x h 153mm	w 192mm x h 129mm
1/2 page vertical	w 102mm x h 297mm	w 108mm x h 303mm	w 84mm x h 279mm
1/3 page horizontal	w 210mm x h 97mm	w 216mm x h 103mm	w 192mm x h 79mm
1/4 page horizontal	w 210mm x h 70mm	w 216mm x h 76mm	w 192mm x h 52mm

*Please supply all artwork as a CMYK PDF with 3mm of bleed and trim marks.



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 design@ausveg.com.au.

Artwork over 20 megabytes to be supplied through an online file transfer site in Mac/PC format, quickcut.com.au or wetransfer.com.

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

QUARTERLY MAGAZINES

INSERTS & ONSETS

Inserts and onsets are available for inclusion within both publications. For booking and material deadlines, please refer to relevant magazine deadlines.

Limited numbers of inserts/onsets will be accepted per edition of each 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.

VEGETABLES AUSTRALIA

Weight bracket	Cost
0-10 grams	\$4,335
11-30 grams	\$4,739
31 grams +	Price on request

POTATOES AUSTRALIA

Weight bracket	Cost
0-10 grams	\$2,098
11-30 grams	\$2,421
31 grams +	Price on request

MAGAZINE FLYSHEET

The magazine flysheet is distributed with each of the industry publications *Vegetables Australia* and *Potatoes Australia*. Opportunities to advertise on this flysheet ensure high impact on receipt of the publications.

Advert	Dimensions	Cost
<i>Vegetables Australia</i> 1/4 Page Colour	w 130mm x h 130mm	\$2,000
<i>Vegetables Australia</i> 1/4 page Black & White	w 130mm x h 130mm	\$1,000
<i>Potatoes Australia</i> 1/4 page Colour	w 130mm x h 130mm	\$1,300
<i>Potatoes Australia</i> 1/4 page Black & White	w 130mm x h 130mm	\$850

vegetables
australia

PRINT
POST
100017932

POSTAGE
PAID
AUSTRALIA

If undeliverable return to AUSVEG
PO Box 138, Camberwell VIC 3124

NAME AND ADDRESS

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

Circle: Cr Mr Ms Mx Name:

Company name:

Postal address:

Suburb: State: Postcode:

Phone: Fax: Mobile:

Email:

Phone: 05 9882 0277 | Fax: 05 9882 0722 | Email: info@ausveg.com.au

AUSVEG
Australian
Vegetable
Exporters
Association

potatoes
australia

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AUSVEG
Australian
Vegetable
Exporters
Association

WEEKLY UPDATE

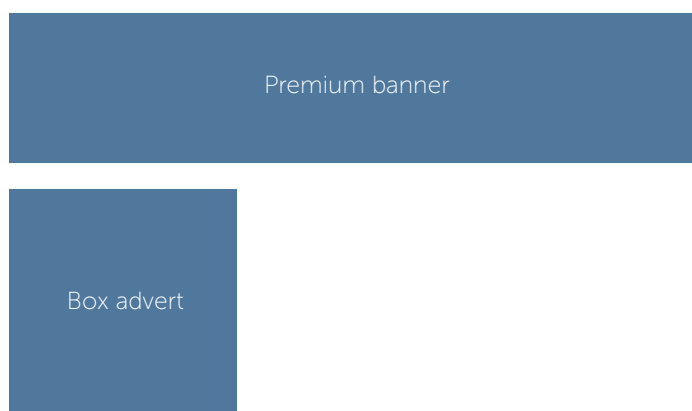
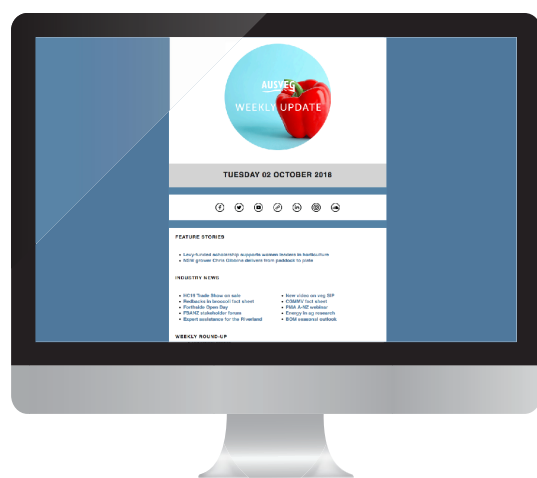
The AUSVEG Weekly Update e-newsletter creates an important link between growers, researchers, agri-businesses and other industry stakeholders. With a circulation of over 4,500 industry members per week, this provides an opportunity for targeted advertising to individuals and companies in horticulture.

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.

Adverts must be provided in RGB JPEG format at 150dpi.

ADVERTISING RATES

Advert	Size	Cost
Premium banner	w 580px x h 125px	\$750
First box	w 190px x h 190px	\$400
Second box	w 190px x h 190px	\$400



*Size of adverts may change throughout the year.

AUSVEG MEDIA PACKAGE

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

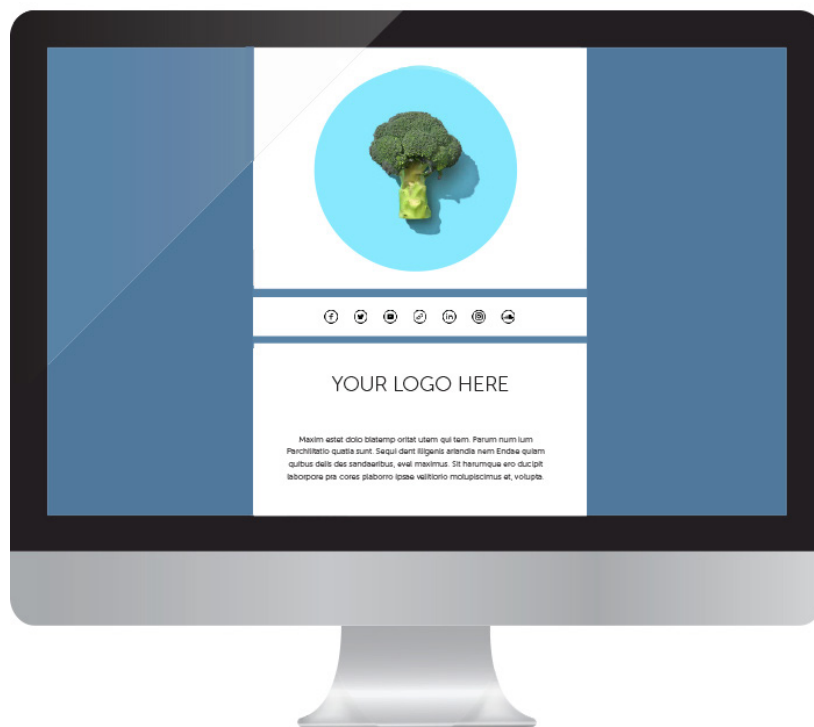
Publication	2019-20
Vegetables Australia	\$5,060
Potatoes Australia	\$3,630

- Flysheet of *Vegetables Australia* or *Potatoes Australia*.
- Full page colour advertisement in the same issue.
- Box advertisement in the Weekly Update.

SPONSORED EDM

AUSVEG Electronic Direct Mail creates an important link between growers, researchers, agribusinesses and other industry stakeholders. With a circulation of over 3,000 industry members, marketing to our database provides an opportunity for targeted advertising to individuals and companies in horticulture.

This bi-monthly opportunity is available for \$5,000 per EDM.



SUPPLIERS GUIDE

The AUSVEG Suppliers Guide is a horticultural business listing available both in a hard copy and online. 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. It will be circulated to approximately 9,000 growers and industry members.



	New Basic Listing \$200 + GST	Silver Package \$1,250 + GST	Gold Package \$1,750 + GST 5 available	Platinum Package \$3,000 + GST 3 available
Logo displayed on website and in hardcopy booklet	\$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				✓
Half page advert		✓		
Full page advert	\$875		✓	
Full page advert on the inside front cover, inside back cover or outside back cover				✓

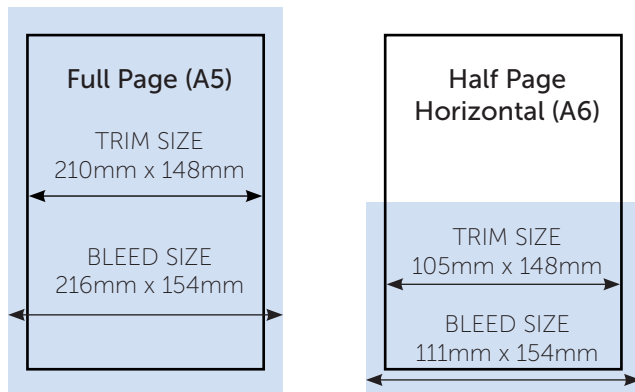
SUPPLIERS GUIDE

PRINT DIMENSIONS

Page size	Trim size	Bleed size	Type size
Full page (A5)	w 148mm x h 210mm	w 154mm x h 216mm	w 138mm x h 200mm
1/2 page horizontal	w 148mm x h 105mm	w 154mm x h 111mm	w 138mm x h 95mm

Booking deadline: Friday 6 September, Artwork deadline: Friday 13 September.

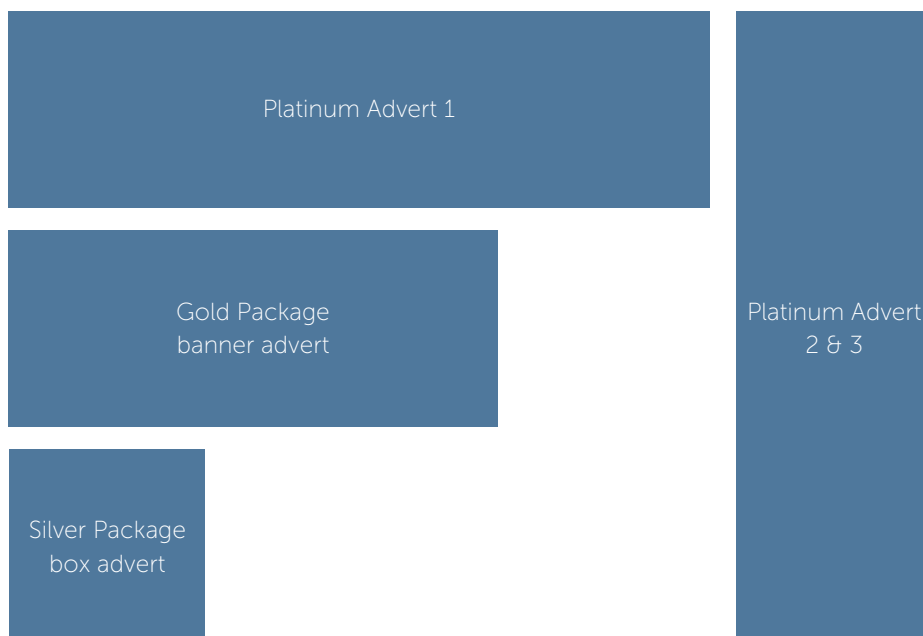
Please supply print artwork as a CMYK PDF with 3mm of bleed and trim marks, 300dpi or greater.



WEB DIMENSIONS

Advert size	Size
Platinum advert 1	w 680px x h 190px
Platinum advert 2 & 3	w 190px x h 614px
Gold Package banner advert	w 475px x h 190px
Silver Package box advert	w 190px x h 190px

Please supply web artwork in RGB JPEG, 150dpi.



HORT CONNECTIONS

DELEGATE HANDBOOK (A5)

The delegate handbook will be circulated to approximately 3,500 delegates through the delegate satchels at Hort Connections 2020. The handbook features the Convention program, the Trade Show floorplan, the speaker sessions, the social program and other important information for the Convention. This is a prime opportunity to advertise to growers, researchers and other industry members.



Advert	Cost
Inside front/outside back cover	\$795
Full page, right hand side, first half	\$685
Full page	\$600
1/2 page, inside front/outside back cover	\$500
1/2 page, right hand side, first half	\$450
1/2 page	\$400

Page size	Trim size	Bleed size	Type size
Inside front/ outside back cover	w 210mm x h 148mm	w 216mm x h 154mm	w 200mm x h 138mm
Full page	w 210mm x h 148mm	w 216mm x h 154mm	w 200mm x h 138mm
1/2 page	w 105mm x h 148mm	w 111mm x h 154mm	w 95mm x h 138mm

Booking deadline: Friday 8 May, Artwork deadline: Friday 15 May



DISCLAIMER

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

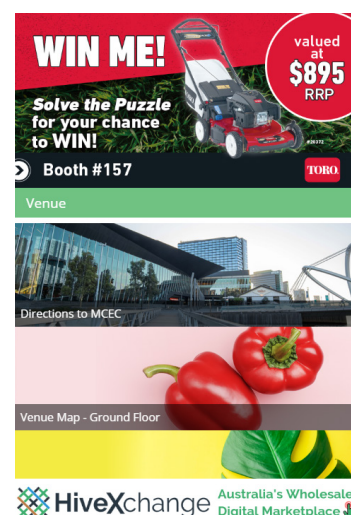
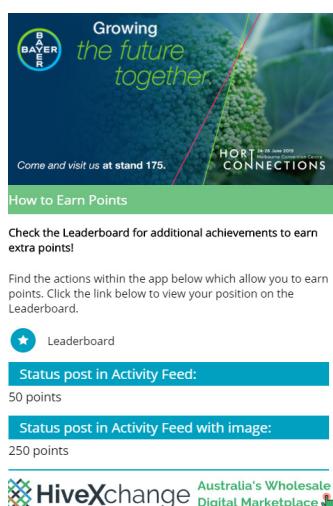
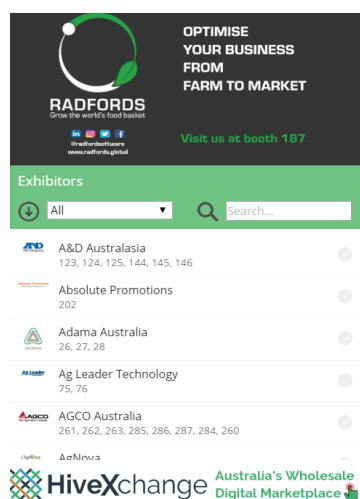
Please note that the Delegate Handbook will be restricted in the number of advertisements for 2020. AUSVEG reserves the right to refuse any request for advertising. AUSVEG reserves the right to refuse any artwork submitted by advertisers or their agents and require said artwork to be redesigned or alternative artwork provided, at the advertiser or agents expense.

HORT CONNECTIONS

HORT CONNECTIONS APP

The Hort Connectiona app is a unique opportunity to new and existing event sponsors to communicate directly with over 2,000 event delegates covering every area of the fresh produce sector.

There are eleven separate pages available for sponsorship, with the app due to be released two weeks before the start of the event.



2019	
Reach	<p>1,722 downloads</p> <ul style="list-style-type: none"> 32% increase in downloads for 2019 app compared to 2018 45% increase in the number of total logins in 2019 compared to 2018
Incentives to download	<p>Gamification opportunities include:</p> <ul style="list-style-type: none"> visiting exhibitors in the Trade Show providing feedback on speaker sessions through the App messaging delegates through the App visits to sponsor pages <p>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.</p>
Post-conference	Access to speaker presentations

"The app is fantastic, great and easy to use – essential!"
– Hort Connections 2019 delegate

HORT CONNECTIONS

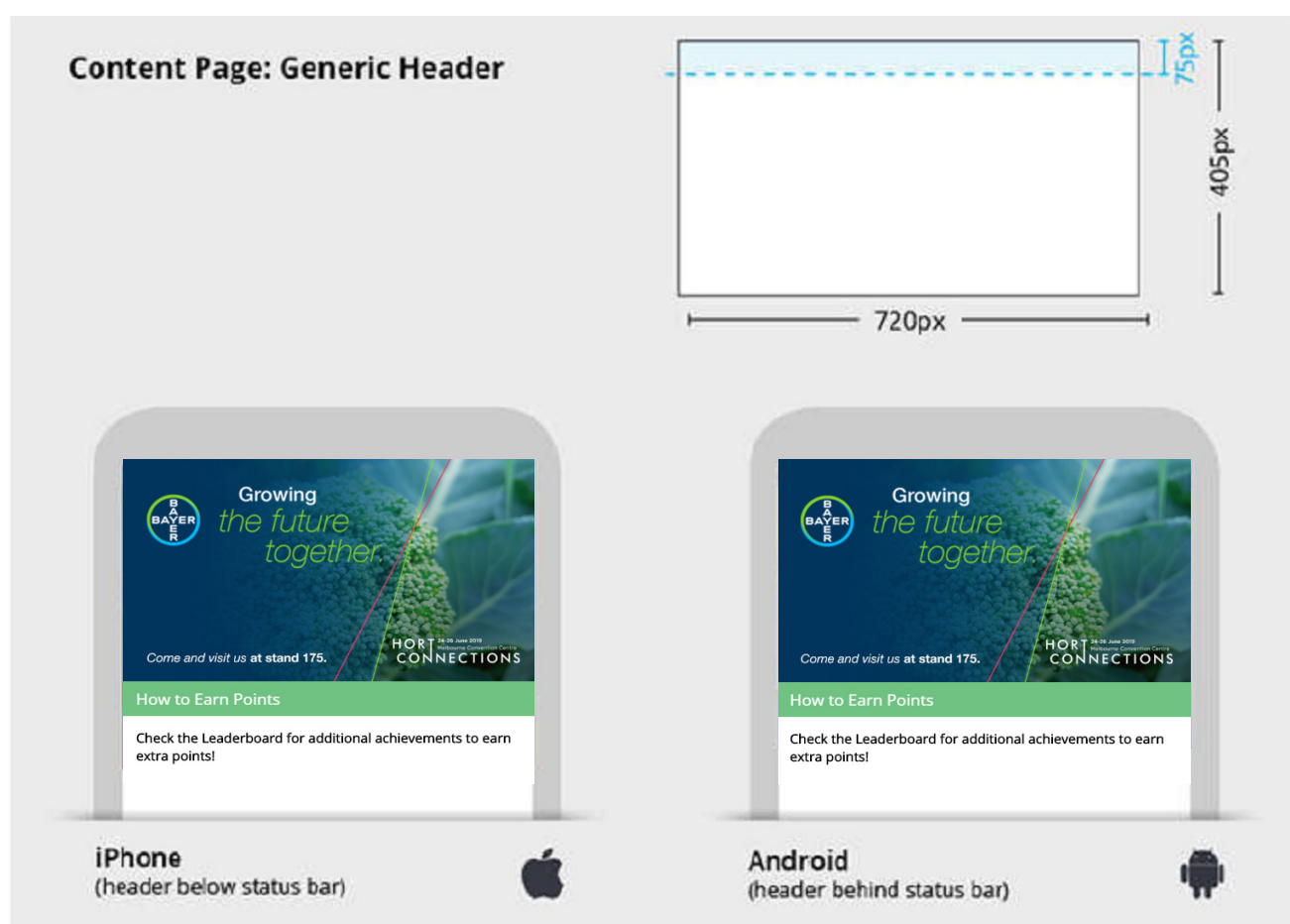
HORT CONNECTIONS APP

PAGES AVAILABLE FOR ADVERTISING

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

ADVERTISING RATES

Advert	Requirements	Cost
Premium banner	Specifications: 720px x 405px, no transparency	\$750



Adverts must be provide in RGB JPEG format at 96dpi – please allow 75px clear space at top back button (iOS) and system icons (Android)

Advertising Material Deadline: Monday 25 May 2020

Estimated date of App launch: Monday 1 June 2020

For more information please contact AUSVEG on 03 9882 0277.