

An aerial photograph of a green tractor pulling a red harrow and a trailer filled with soil in a field. The tractor is moving from left to right, leaving tracks in the dark brown soil. The harrow is a red implement with multiple tines, and the trailer is a long, rectangular container filled with dark brown soil. The field is a mix of dark brown soil and green vegetation.

Media Kit

2022/2023

ausveg.com.au

AUSVEG

About AUSVEG

AUSVEG is the peak industry body for Australia's vegetable and potato 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 Bookings

Bookings can be made online at
media.ausveg.com.au/ausveg/bookings

Advertising Enquiries

Tim Withers
Marketing Account Executive – Advertising
P: 03 9070 0704
M: 0410 288 545
E: tim.withers@ausveg.com.au

Marketing Enquiries

Nathan McIntyre
National Marketing Manager
P: 03 9882 0277
E: nathan.mcintyre@ausveg.com.au

Industry Magazines

Vegetables Australia

Vegetables Australia is a national industry-based magazine for the Australian vegetable industry.

The quarterly, full-colour A4 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.

	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
Spring 2022	24 August 2022	29 August 2022	19 September 2022
Summer 2022/23	2 November 2022	7 November 2022	28 November 2022
Autumn 2023	23 January 2023	30 January 2023	20 February 2023
Winter 2023	21 April 2023	27 April 2023	19 May 2023



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.

ADVERTISING RATES

	CASUAL	X2	X4	X8	X16
Full page (A4)	\$3,020	\$2,718	\$2,556	\$2,416	\$2,217
1/2 page horizontal	\$1813	\$1,631	\$1,541	\$1,450	\$1,360
1/2 page vertical	\$1813	\$1,631	\$1,541	\$1,450	\$1,360
1/3 page horizontal	\$1,208	\$1,087	\$1,026	\$966	\$906
1/4 page horizontal	\$996	\$897	\$846	\$796	\$747



Vegetables Australia
Summer 2021/22



Potatoes Australia

Potatoes Australia is a national industry-based magazine for the Australian potato industry.

The quarterly, full-colour A4 magazine is produced specifically for growers. This magazine will reach potato growers around the country, as well as those who work within the potato industry supply chain.

A typical *Potatoes Australia* will include grower stories, research case studies, market analysis and trends, and other relevant information specific to potato growing.

	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
Spring 2022	5 September 2022	12 September 2022	30 September 2022
Summer 2022/23	7 November 2022	14 November 2022	5 December 2022
Autumn 2023	16 February 2023	22 February 2023	13 March 2023
Winter 2023	13 June 2023	16 June 2023	3 July 2023

DISTRIBUTION

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



ADVERTISING RATES

	CASUAL	X 2
Full page (A4)	\$2,382	\$2,144
1/2 page horizontal	\$1,508	\$1,357
1/2 page vertical	\$1,508	\$1,357
1/3 page horizontal	\$1,007	\$906
1/4 page horizontal	\$830	\$747

POTATOES AUSTRALIA CONTENT PARTNERSHIPS

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

- Prominent recognition as a content partner
- 1 x editorial article
- 2 x full page print colour advertisements (including one of ISFC, ISBC and centrefold)

Content Partnership rates

ISSUES PER YEAR	COST
One	\$5,000
Two	\$9,500



Potatoes Australia
Summer 2021/22



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 horizontal	210mm x 147mm	216mm x 153mm	192mm x 129mm
1/2 page vertical	102mm x 297mm	108mm x 303mm	84mm x 279mm
1/3 page horizontal	210mm x 97mm	216mm x 103mm	192mm x 79mm
1/4 page horizontal	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 tim.withers@ausveg.com.au.

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

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



Full page



1/2 page horizontal



1/2 page vertical



1/3 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.

VEGETABLES AUSTRALIA

WEIGHT BRACKET	COST
0-10 grams	\$4,335
11-30 grams	\$4,739
31 grams +	Price on request

Please contact AUSVEG for prices for inserts and onsets for *Potatoes Australia*.

MAGAZINE FLYSHEET

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

potatoes australia

If undeliverable return to AUSVEG
3 Glenahm Road, Glen Iris Vic 3146

Potatoes Australia is distributed using biodegradable plastic wrap.

AUSVEG

Tel: (03) 9882 0277
Fax: (03) 9882 6722
Email: info@ausveg.com.au
www.ausveg.com.au

PRINT POST
100017530

POSTAGE PAID
AUSTRALIA

HORT CONNECTIONS
6-8 JUNE
The largest horticulture Trade Show in AU and NZ
#HORTCON22

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

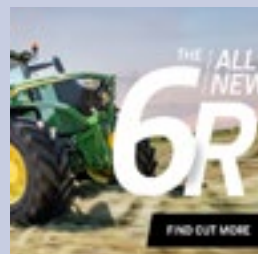
Given: Dr / Mr / Mrs / Ms Surname
 Company Name
 Postal address
 Suburb State Postcode
 Phone Fax Mobile
 Email
 Please (03) 9882 0277, fax (03) 9882 6722 or email info@ausveg.com.au
 If you no longer wish to receive Potatoes Australia please tick ☐ and fax back to the number above.



Desktop



Premium banner



Box advert

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	\$750	\$1,425	\$2,700	\$5,100
Box advert	\$400	\$760	\$1,440	\$2,720

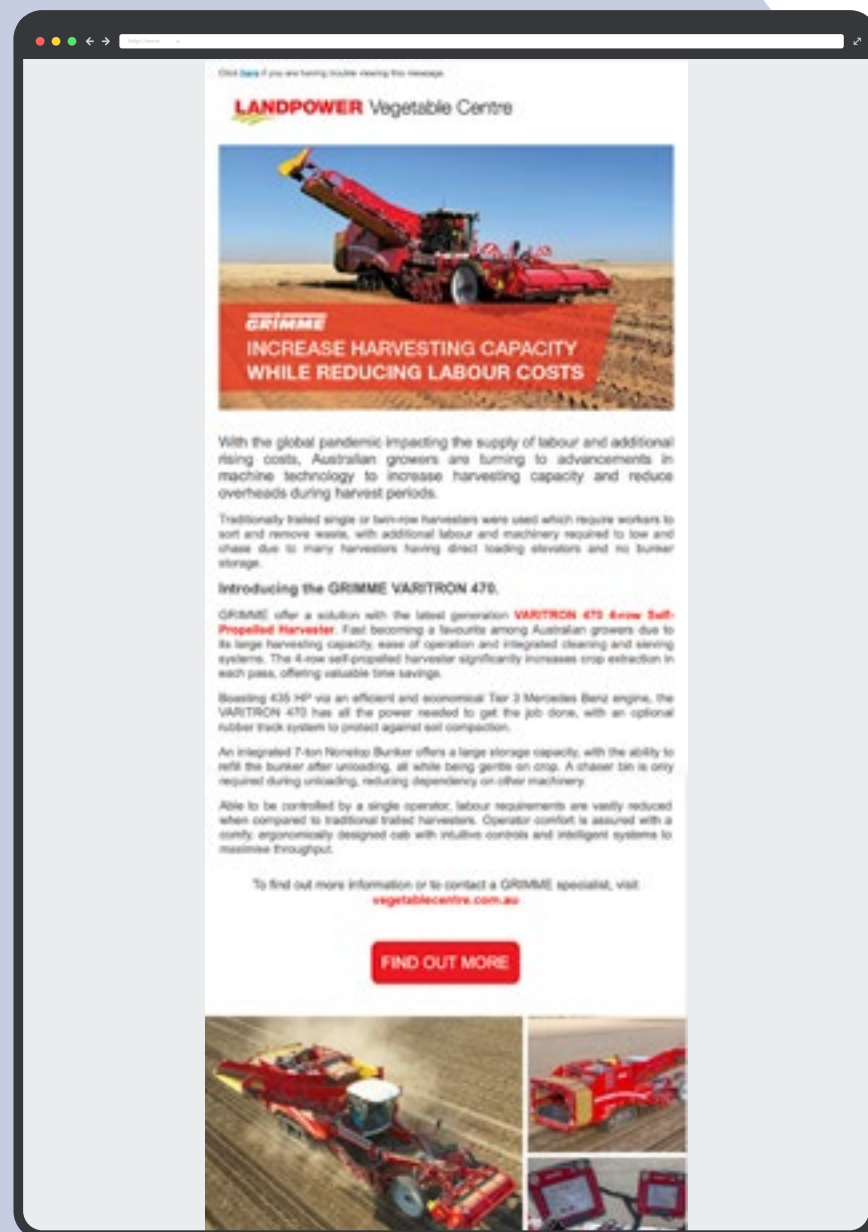
SPECIFICATIONS

	SIZE (W X H)
Premium banner	580px x 150px
Box advert	190px x 190px

*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 \$5,000 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 *Vegetables Australia*.
- Full page colour advertisement in the same issue.
- Box advertisement in the Weekly Update.

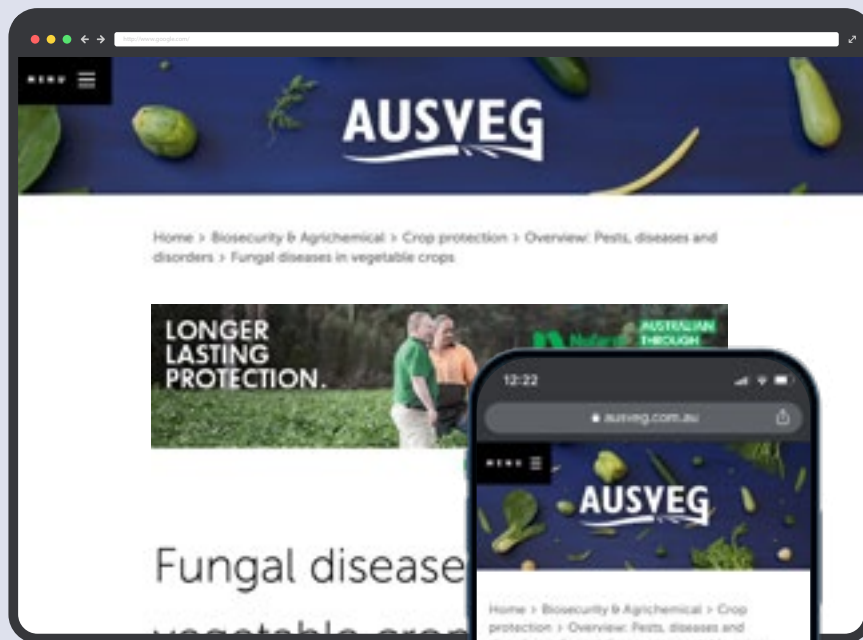
PUBLICATIONS

2021-22

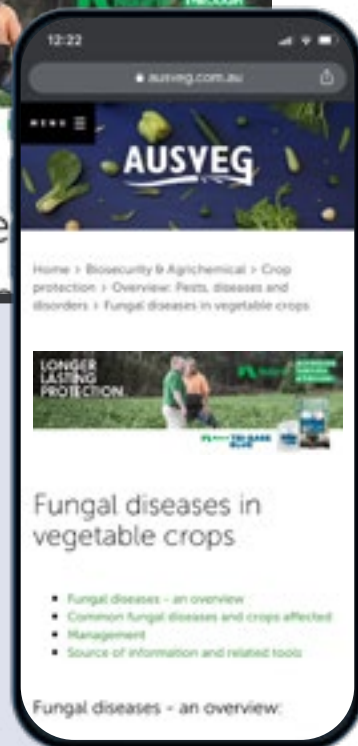
Vegetables Australia &
Weekly Update E-Newsletter

\$5,060

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 14,000 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

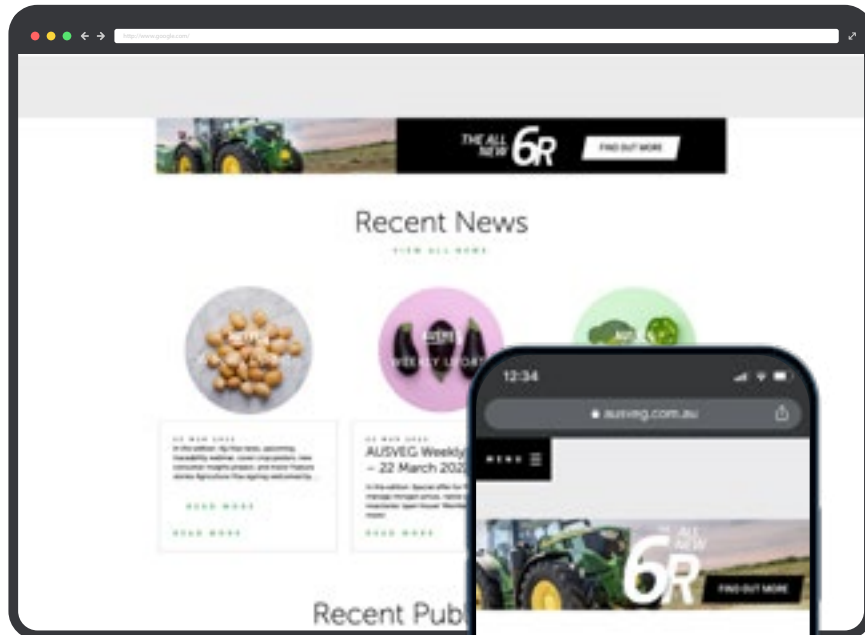
	PLACEMENT	COST
Header banner	Prominently placed above page title on the AUSVEG Fungal Diseases web page	\$1,800
Home page box advert	Below Suppliers Guide on AUSVEG Home Page	\$1,000
Home page banner advert	Displayed under the grey line that separates links and Industry News.	\$850

SPECIFICATIONS

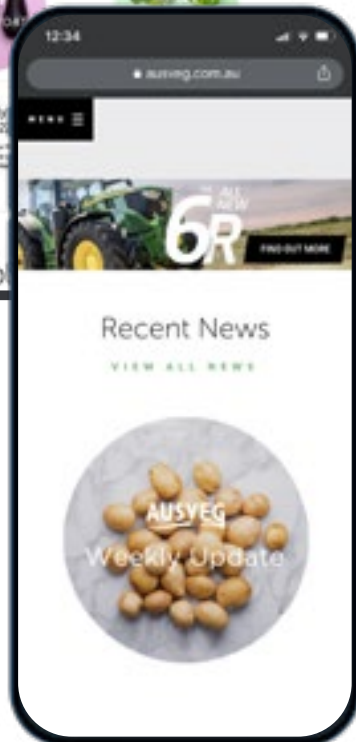
	SIZE (W X H)
Header banner	600px (W) x 200px (H)
Home page box advert	400px (W) x 300 (H)
Home page banner advert	1280px (W) x 125px (H) 100% of page in width Supplied as an RGB JPEG file at 150dpi

Home Page Banner Advert

Desktop

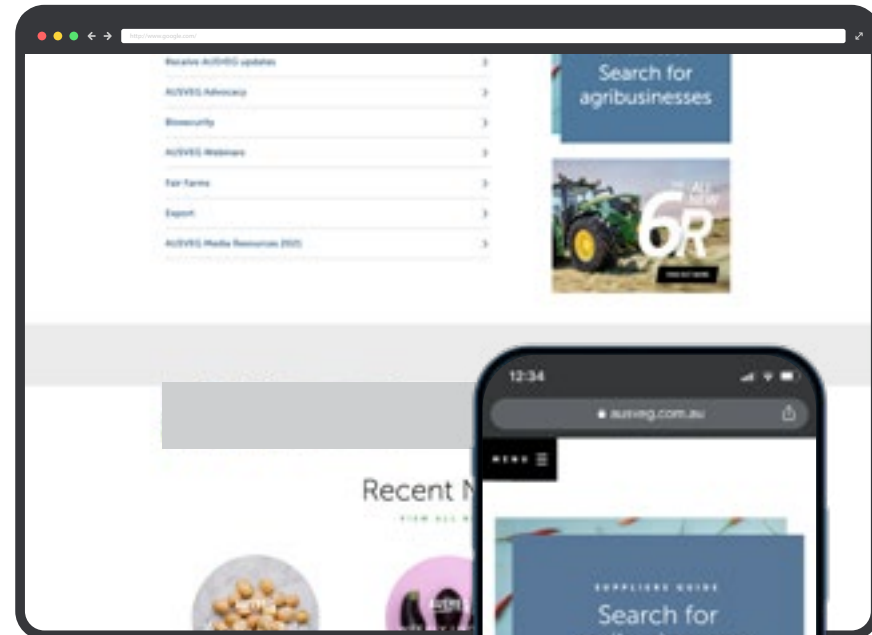


Mobile

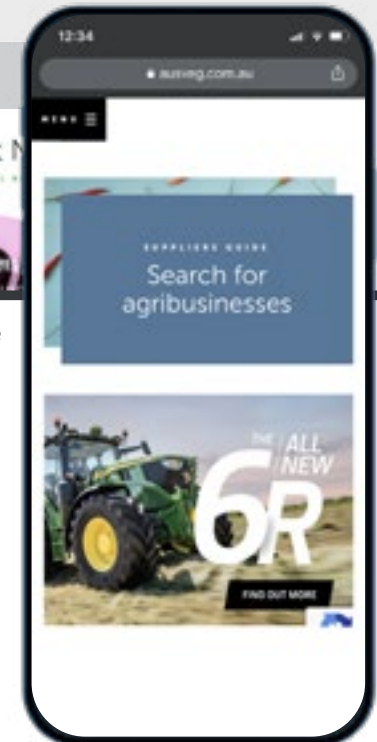


Home Page Box Advert

Desktop



Mobile



Suppliers Guide

The AUSVEG Suppliers Guide is an A5 booklet listing a diverse range of horticultural businesses 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 8,000 growers and industry members within Australia.

	NEW BASIC LISTING	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
	\$200	\$1,250	\$1,750 5 available	\$3,000 3 available
Logo displayed on website and in hard copy 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				✓



PRINT SPECIFICATIONS

	TRIM SIZE (W X H)	BLEED SIZE (W X H)	TYPE SIZE (W X H)
Full page (A5)	148mm x 210mm	154mm x 216mm	138mm x 200mm
1/2 page horizontal	148mm x 105mm	154mm x 111mm	138mm x 95mm
Please supply print artwork as a 300dpi CMYK PDF with 3mm of bleed and trim marks.			
	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
Suppliers Guide 2022/23	2 November 2022	7 November 2022	28 November 2022



Full page



1/2 page horizontal

WEB SPECIFICATIONS

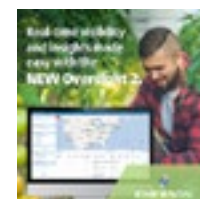
	TRIM SIZE (W X H)
Platinum advert 1	680px x 190px
Platinum advert 2 & 3	190px x h 614px
Gold Package banner advert	475px x 190px
Silver Package box advert	190px x 190px
Please supply web artwork as 150dpi RGB JPEG.	



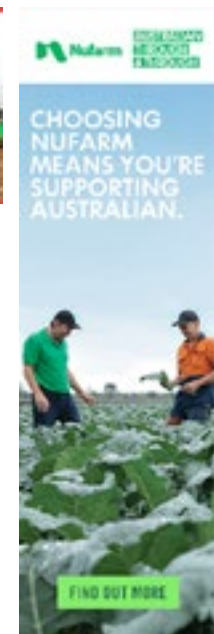
Platinum Advert 1



Gold Package Banner advert



Silver Package Box advert



Platinum Advert 2 & 3



Hort Connections 2021
Delegate Handbook

Hort Connections Delegate Handbook (A5)

The delegate handbook will be circulated to delegates through the delegate satchels at Hort Connections 2023. The handbook features the Convention program, the Trade Show floor plan, 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.

ADVERTISING RATES

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

	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
Hort Connections 2023 Delegate Handbook	28 April 2023	5 May 2023	5-7 June 2023

SPECIFICATIONS

	TRIM SIZE (W X H)	BLEED SIZE (W X H)	TYPE SIZE (W X H)
Full page	210mm x 148mm	216mm x 154mm	200mm x 138mm
1/2 page	105mm x 148mm	111mm x 154mm	95mm x 138mm

Full page and 1/2 page ads must be provided as 300dpi CMYK PDF files with a 5mm bleed.

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 2023. 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.

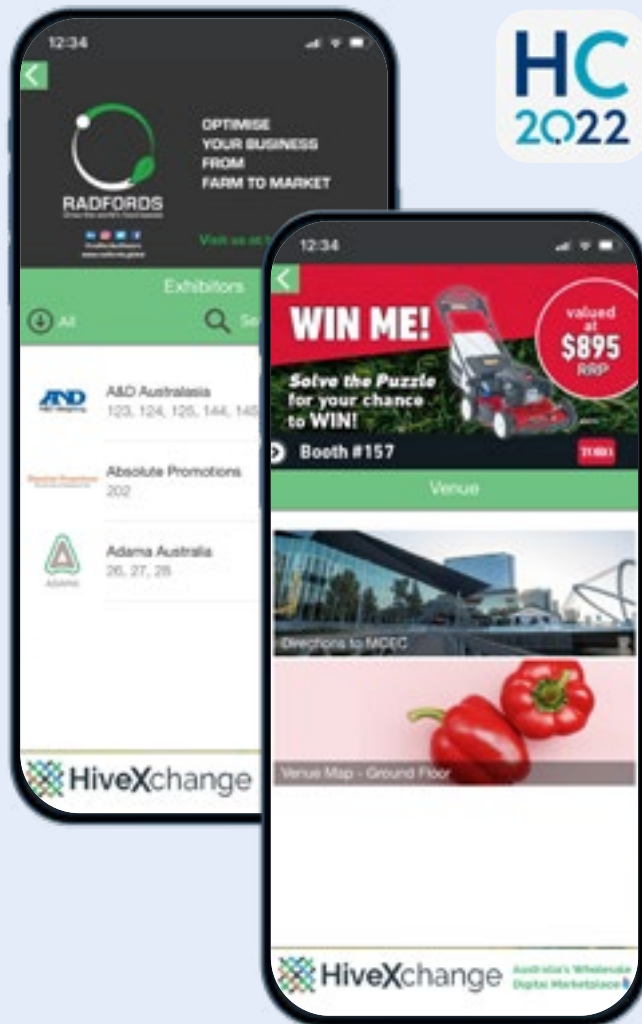
Delegate Handbook



Full page



1/2 page vertical



Hort Connections Event App

The Hort Connections 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 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	
Premium banner	\$750	
	MATERIAL DEADLINE	APP LAUNCH (EST)
Hort Connections 2022 App Advert	9 May 2023	16 May 2023

"The app is fantastic, great and easy to use – essential!"

– Hort Connections 2019 delegate

SPECIFICATIONS

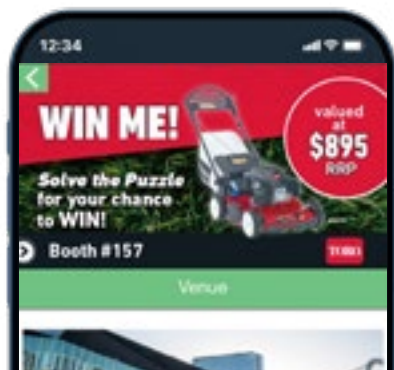
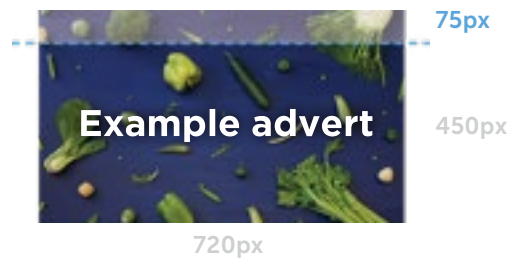
SIZE (W X H)

Premium Banner

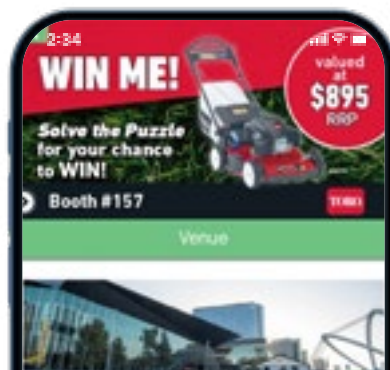
720px x 405px

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 2019

Reach

- 1,722 downloads
- 32% increase in downloads
- 45% increase in total logins

Post-Conference



Access to speaker presentations

Incentives to download

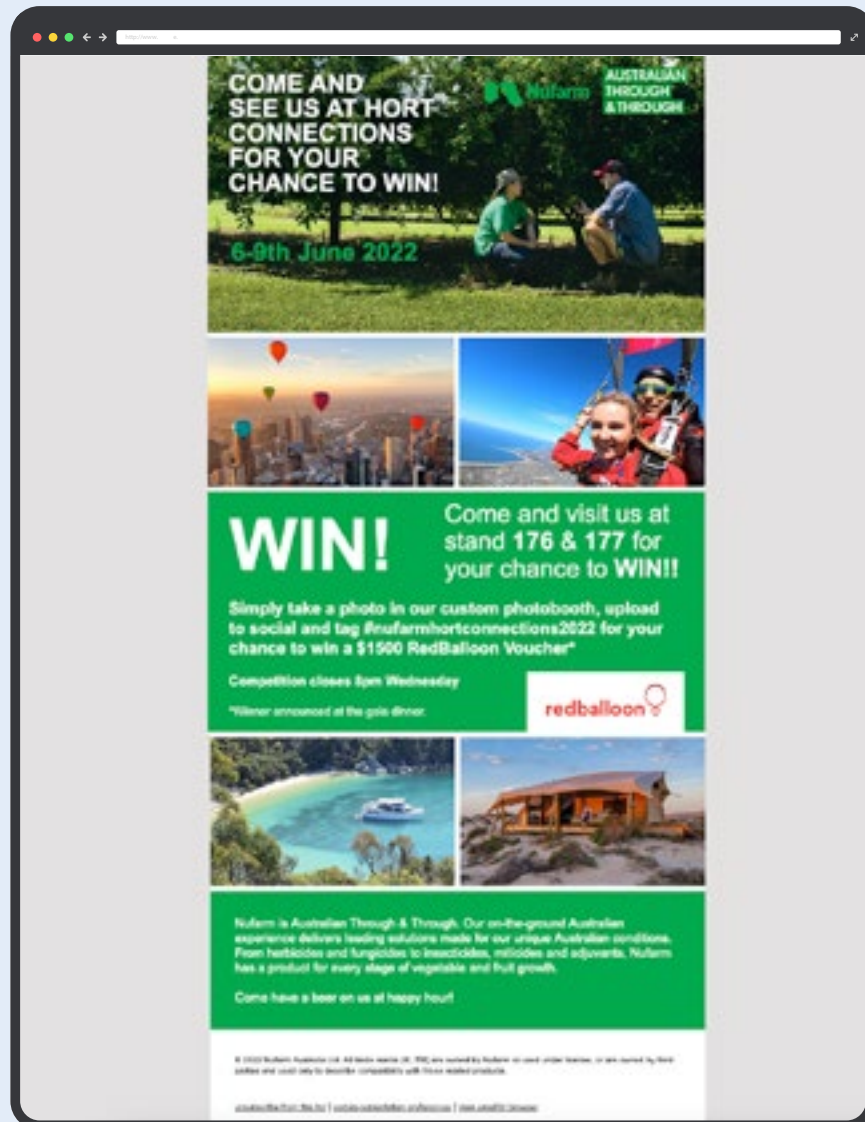
Gamification opportunities include:

- + 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 \$6,000 per EDM.

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.

Advertising Enquiries

Tim Withers
Marketing Account Executive – Advertising
P: 03 9070 0704
M: 0410 288 545
E: tim.withers@ausveg.com.au

Marketing Enquiries

Nathan McIntyre
National Marketing Manager
P: 03 9882 0277
E: nathan.mcintyre@ausveg.com.au