



Media Kit

2025/2026

ausveg.com.au

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 - \$5.7 billion in vegetable production value of the \$17 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
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Australian Grower - the voice of Australia's vegetable, potato and onion industry

Australian Grower is the national magazine dedicated to the vegetable, potato and onion industries, reaching an engaged audience of 4,750+ readers across the country. Produced quarterly, this full-colour A4 publication is created for growers to ensure no wasted reach, no risk, and no missed opportunities to connect with your target audience.

Each edition features:

- Inspiring grower stories,
- In-depth research and development case studies
- Market analysis and industry trends
- Practical insights tailored to vegetable, potato and onion production.

With a highly targeted readership and a trusted reputation, Australian Grower delivers the information that matters most to growers – while providing advertisers with direct access to a national grower audience.

	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION
Spring 2025	17 Jul 2025	24 Jul 2025	1 Sept 2025
Summer 25/26	20 Oct 2025	27 Oct 2025	5 Dec 2025
Autumn 2026	14 Jan 2026	20 Jan 2026	2 Mar 2026
Winter 2026	7 Apr 2026	14 April 2026	25 May 2026

GENERAL INFORMATION: All advertising rates included in this document are listed in AUD and do not include GST. There will be a combined total of 25 pages offered to advertisers in the Australian Grower. Any bookings that exceed this will incur a 10% premium on top of the rates advertised on page 4. 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.

AUSTRALIAN GROWER - THE VOICE OF AUSTRALIA'S VEGETABLE, POTATO AND ONION INDUSTRY

DISTRIBUTION AND ADVERTISING RATES

Australian Grower is directly mailed to 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, Inside Back Cover, Outside Back Cover, Opposite the Message from the Chair and Opposite the Message from the CEO sections.

These typically attract a 15% premium, please ask about availability if interested. 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*

ADVERTISING RATES - POTATOES/ONIONS

	CASUAL	X2	X4	X8
Full page (A4)	\$3,473	\$3,126*	\$2,952*	\$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*

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



AUSTRALIAN GROWER CONTENT PARTNERSHIP

AUSVEG offers up to four content partnerships for each edition of the Australian Grower. Content Partnerships include:

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

Content partnership rate: \$6,800

AUSTRALIAN GROWER - THE VOICE OF AUSTRALIA'S VEGETABLE, POTATO AND ONION INDUSTRY

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

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.

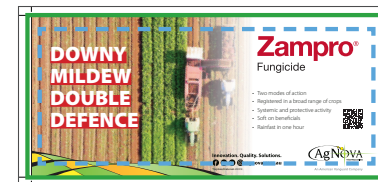
Artwork under 20 megabytes in size may be emailed to **jack.boyle@ausveg.com.au**. Artwork over 20 megabytes to be supplied through an online file sharing site. Contact Jack Boyle if you have any questions about advert specifications on 03 9882 0277.



Full page



1/2 page horizontal



1/3 page horizontal

AUSTRALIAN GROWER - THE VOICE OF AUSTRALIA'S VEGETABLE, POTATO AND ONION INDUSTRY

INSERTS & ONSERTS

If you are looking for greater promotional impact, Australian Grower offers limited opportunities for stand-alone material to be included as a flysheet insert. A restricted number of placements are accepted per edition, so we encourage you to reach out early to confirm availability.

The Insert is a print banner included on the mail sheet in the front of the plastic cover that Australian Grower is posted within and comes with no additional printing or weight increase fees.

The Onsert is a standalone A4 print out that is separate from Australian Grower and its mail sheet. In addition to the placement fee outlined below, advertisers will be charged for printing costs and any variations in the weight of the publication.

To finalise pricing, advertisers must provide the exact weight of the insert/onsert at the time of booking. All deadlines outlined on page 3 apply to these bookings.

Mail sheet/Insert rate: \$4,000

Onsert starting rate: \$5,500



AUSTRALIAN GROWER

VEGETABLES / POTATOES / ONIONS

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

PRINT
POST
100017532

POSTAGE
PAID
AUSTRALIA



AUSVEG **Hort Innovation**

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

Email info@ausveg.com.au with


- Your name & company
- New address
- Contact details

☐ If you no longer wish to receive Australian Grower please tick and post back this sheet via Return to Sender

or inform us via email

The AUSVEG Australian Grower is distributed using biodegradable plastic wrap

11 Nov 2025



Double your defences
against downy mildew

[DISCOVER MORE](#) 

In this edition:

[Industry News](#) | [Events](#) | [Resources](#) | [News and Media](#) | [Minor Use Permits](#)

INDUSTRY NEWS

Hort Business
SummitAddressing the complex operating environment
for horticultural businesses

AUSVEG

[Download the program](#)

Celebrate National Agriculture Day at the Hort Business Summit

The Hort Business Summit is back — and bigger than ever! Last year's inaugural event brought the industry together for a day of insights, inspiring ideas, and valuable new connections. This year, we're taking it up a notch.

In today's challenging business environment, staying informed is crucial. The Summit will unpack the key issues facing horticulture — from farm to fork, from advocacy, from ag-tech innovation to consumer insights.

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 2,900 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	\$819	\$737*	\$696*	\$655*

*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 the Tuesday prior to the publication of the Weekly Update (7 full days). Please provide any link required for the advert.

YOUR
CHANCE TO **WIN***
A FORD RANGER
PLUS MORE THIS SEASON!



WIN* BIG this season with Nutrien

You want what's best for your crop and so do we.

That's why we've partnered with leading crop protection brands, **BASF**, **CORTEVA**, and **SYNGENTA** to offer our Horticulture growers the chance to win one of 12 amazing prizes valued at over \$100,000!

syngenta.

BASF
We create chemistry

CORTEVA
agriscience

All you have to do this season is purchase participating products through you local Nutrien Ag Solutions store and **submit your entry via the link below.**

[Learn more](#)

Sponsored EDMs

AUSVEG Electronic Direct Mail (EDM) is a premium bi-monthly communication opportunity to connect with the entire horticulture supply chain, from growers and researchers to agri-businesses and key industry stakeholders.

With a highly engaged audience of over 2,900 industry members, this offering provides advertisers a direct and targeted way to reach decision-makers and influencers across Australian horticulture, ensuring your message stands out with maximum visibility and impact.

ADVERTISING RATES

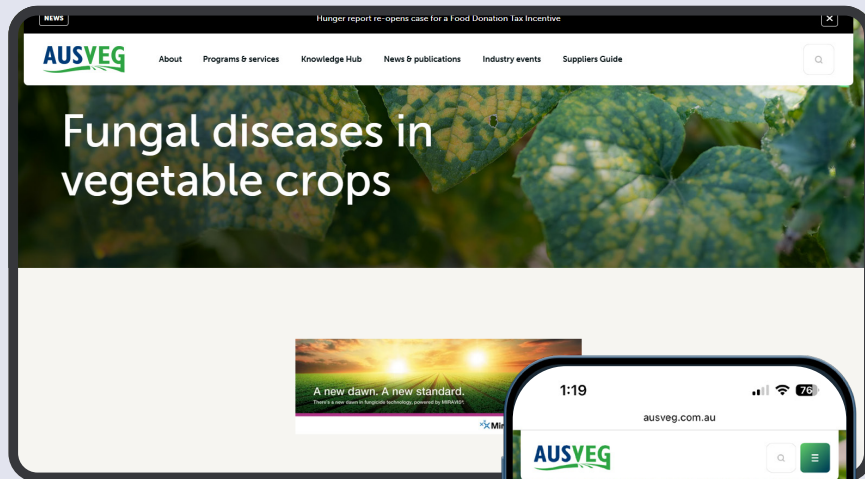
This bi-monthly opportunity is available for \$5,119 per EDM.

SPECIFICATIONS

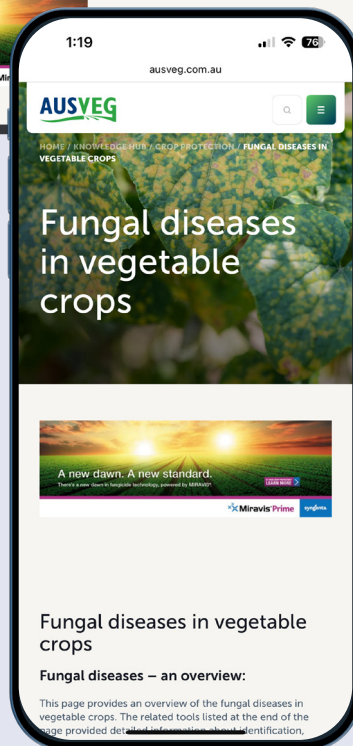
Supplied as a Mailchimp shared template or as a HTML File. Artwork is due the Thursday prior to the publication of the EDM (7 full days).



Desktop



Mobile



Website

The AUSVEG website is a trusted source of industry information, attracting over 14,000 views from 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	X8
Home page banner advert	Prominently displayed above the Industry News section on the AUSVEG home page.	\$2,174	\$1,956*	\$1,847*	\$1,739*
Home page box advert	Prominently placed on the AUSVEG home page.	\$1,208	\$1,087*	\$1,026*	\$966*
Fungal diseases page banner	Prominently placed above page title on the fungal diseases web page.	\$978	\$880*	\$831*	\$782*

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

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 Package advert

190px x 614px

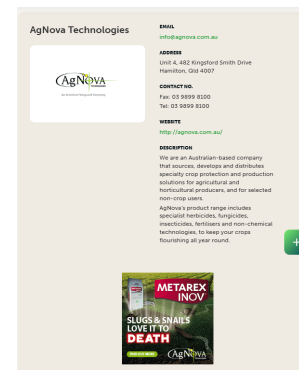
Gold Package banner advert

475px x 190px

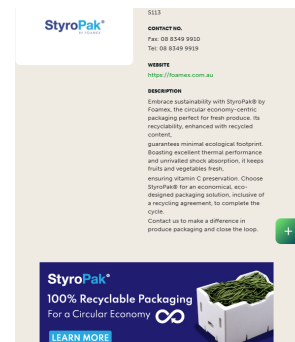
Silver Package box advert

190px x 190px

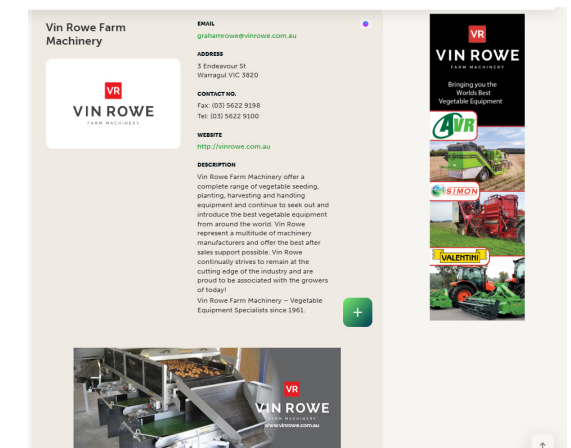
Please supply web artwork as 150dpi RGB JPEG.



Silver Package Box advert



Gold Package Banner advert



Platinum Package advert

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