



# Media Kit

2026/2027

[ausveg.com.au](http://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 - \$6 billion in vegetable production value of the \$18 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 Australian New Zealand (IFPA-ANZ) 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  
AUSVEG Events & Partnerships Team

P: 03 9882 0277

E: [marketing@ausveg.com.au](mailto:marketing@ausveg.com.au)



## Australian Grower - the voice of Australia's vegetable, potato and onion industry

*Australian Grower* magazine is a specialist publication serving Australia's vegetable growing sector and broader horticulture industry. Our highly targeted readership includes growers, agribusiness professionals, researchers, and industry stakeholders actively engaged in:

- Vegetable production
- Horticulture
- Farming research and innovation
- Agribusiness
- Agricultural equipment and products

This nationally distributed magazine provides access to key purchasing and business decision-makers in Australia's vegetable industry.

**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 5. 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

4,700 copies are mailed directly to growers and key industry stakeholders and decision-makers across Australia and New Zealand.

Hundreds of additional hard copies are distributed in-person at farm visits and events hosted and attended by AUSVEG.

### Regional Breakdown

|         |         |         |          |
|---------|---------|---------|----------|
| NSW 21% | VIC 19% | QLD 19% | SA 14%   |
| WA 13%  | TAS 12% | NT 0.5% | ACT 0.4% |
|         |         |         | NZ 0.2%  |

### Digital audience

*Australian Grower* is also published online via the AUSVEG website, which has approximately 15,000 monthly visits.

Each edition of *Australian Grower* is also sent directly to 3000 growers, industry representatives, and stakeholders through AUSVEG's weekly e-newsletter, and is promoted to more than 25,000 followers across AUSVEG social media channels.

|              | BOOKING DEADLINE | MATERIAL DEADLINE | PUBLICATION |
|--------------|------------------|-------------------|-------------|
| Summer 26/27 | 16 Oct 2026      | 23 Oct 2026       | 7 Dec 2026  |
| Autumn 2027  | 15 Jan 2027      | 22 Jan 2027       | 1 Mar 2027  |
| Winter 2027  | 9 Apr 2027       | 16 Apr 2027       | 31 May 2027 |
| Spring 2027  | 16 July 2027     | 23 July 2027      | 2 Sept 2027 |
| Summer 27/28 | 15 Oct 2027      | 22 Oct 2027       | 6 Dec 2027  |

# 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 widely promoted online.

Premium advertising positions are available on the Inside Front Cover, Inside Back Cover, Outside Back Cover, and opposite the Chair and CEO messages.

Premium placement rates are outlined on this page. With spaces limited, please inquire about availability. Commodity-specific placements in relevant sections (Vegetables, Potatoes and Onions) are also available. Rates are outlined below. Pricing excludes GST.

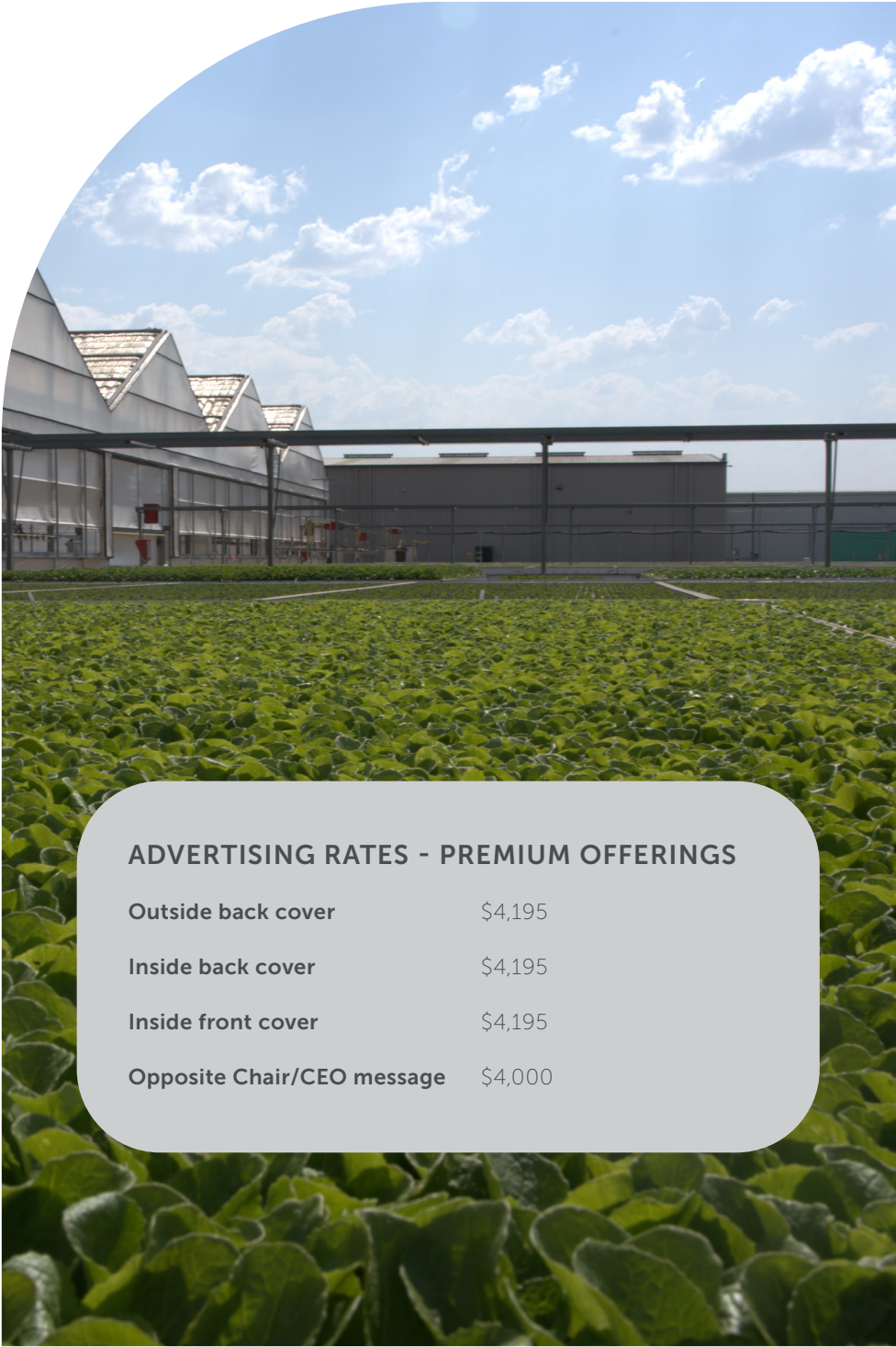
## ADVERTISING RATES - VEGETABLES

|                     | 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



## ADVERTISING RATES - PREMIUM OFFERINGS

|                            |         |
|----------------------------|---------|
| Outside back cover         | \$4,195 |
| Inside back cover          | \$4,195 |
| Inside front cover         | \$4,195 |
| Opposite Chair/CEO message | \$4,000 |

## 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) |
|-----------------------|-------------------|--------------------|-------------------|
| <b>Full page (A4)</b> | 210mm x 297mm     | 216mm x 303mm      | 192mm x 279mm     |
| <b>1/2 page</b>       | 210mm x 147mm     | 216mm x 153mm      | 192mm x 129mm     |
| <b>1/3 page</b>       | 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 [marketing@ausveg.com.au](mailto:marketing@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

## 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 to allow for a customised quote. All deadlines outlined on page 4 apply to these bookings.

Pricing excludes GST.

**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](mailto: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[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 3,000 industry members per week, this provides an opportunity for targeted advertising to individuals and companies in horticulture. Pricing excludes GST.

## 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 3,000 industry members, this offering provides advertisers a direct and targeted way to reach decision-makers and influencers across Australian horticulture, ensures your message stands out with maximum visibility and impact.

## ADVERTISING RATES

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

## 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).



# Website

The AUSVEG website is a trusted source of industry information, attracting over 15,000 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. Pricing excludes GST.

## ADVERTISING RATES

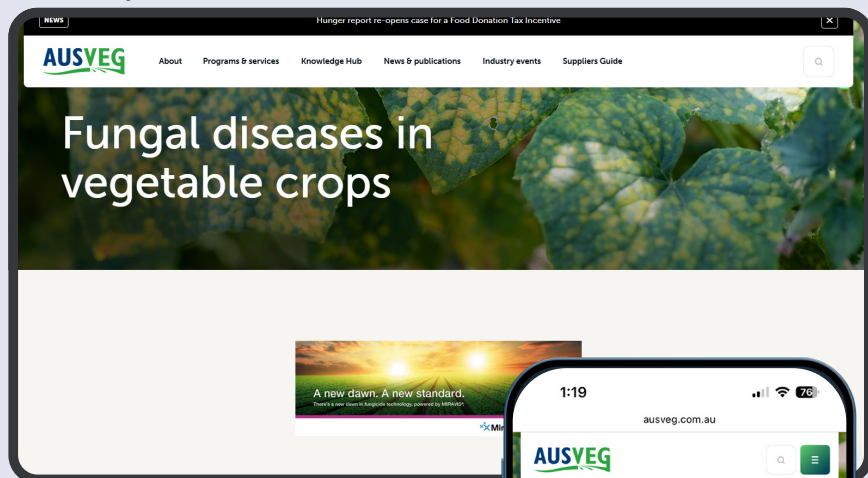
|                                    | PLACEMENT                                                                      | COST    | X2       | X4       | X8       |
|------------------------------------|--------------------------------------------------------------------------------|---------|----------|----------|----------|
| <b>Home page banner advert</b>     | Prominently displayed above the Industry News section on the AUSVEG home page. | \$2,174 | \$1,956* | \$1,847* | \$1,739* |
| <b>Home page box advert</b>        | Prominently placed on the AUSVEG home page.                                    | \$1,208 | \$1,087* | \$1,026* | \$966*   |
| <b>Fungal diseases page banner</b> | 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

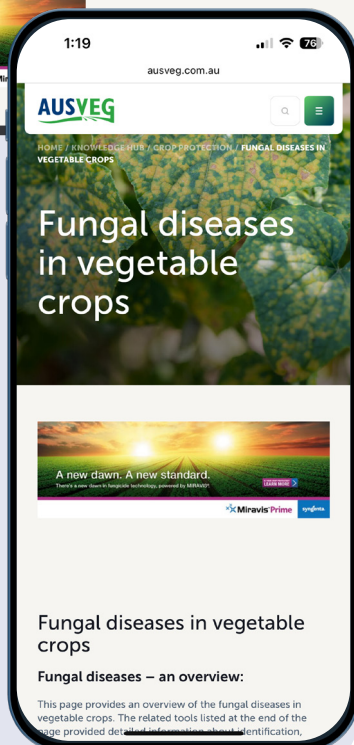
## SPECIFICATIONS

|                                                      | SIZE (W X H)                                                                       |
|------------------------------------------------------|------------------------------------------------------------------------------------|
| <b>Fungal diseases page banner</b>                   | 600px (W) x 200px (H)                                                              |
| <b>Home page box advert</b>                          | 400px (W) x 300 (H)                                                                |
| <b>Home page banner advert</b><br>100% of page width | 1280px (W) x 125px (H)<br><br>Artwork to be provided as an RGB JPEG file at 150dpi |

Desktop



Mobile



## 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. Pricing excludes GST.

|                             | NEW<br>STANDARD<br>LISTING | SILVER<br>PACKAGE | GOLD<br>PACKAGE                  | PLATINUM<br>PACKAGE              |
|-----------------------------|----------------------------|-------------------|----------------------------------|----------------------------------|
|                             | \$200 per annum            | \$1,250 per annum | \$1,750 per annum<br>5 available | \$3,000 per annum<br>3 available |
| Logo displayed on website   | ✓                          | ✓                 | ✓                                | ✓                                |
| 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

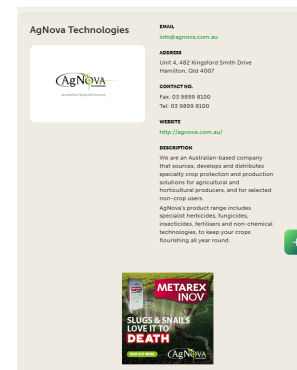
#### Gold Package banner advert

475px x 190px

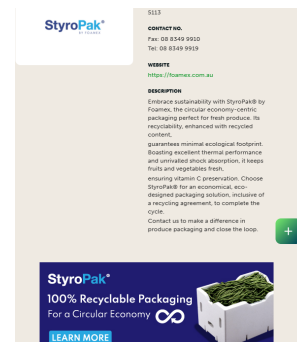
#### Silver Package box advert

190px x 190px

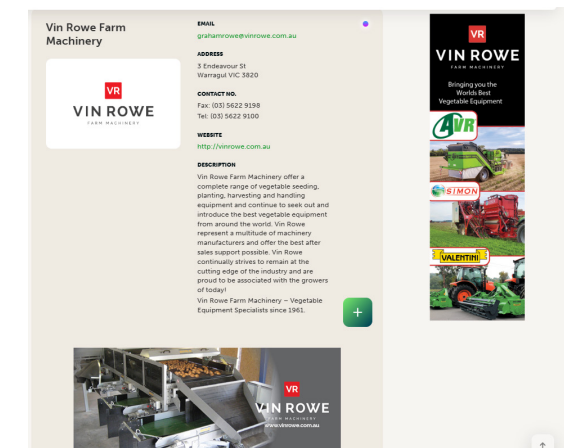
Please supply web artwork as 150dpi RGB JPEG.



#### Silver Package Box advert



#### Gold Package Banner advert



#### Platinum Package advert

# Social Media

AUSVEG is active across social media with a combined, growing following of 25,000 across LinkedIn, Facebook, and Instagram.

As a new offering, advertising across AUSVEG social media is an opportunity to act now, and reach a wide audience with your message today.

## ADVERTISING RATES

One social post across AUSVEG platforms (LinkedIn, Facebook, Instagram)  
- \$500 excl. GST

## SPECIFICATIONS

- Image supplied as PNG or JPEG file
- Full caption
- Link to social media accounts to tag

**AUSVEG**  
Published by SmarterQueue · 14 May ·

Visit Muirs and Campbells Fertilisers Australasia (CFA) at Stand #27 from 2 to 4 June in Adelaide at Hort Connections 2026.

Meet the team, talk crop nutrition, and explore the CFA range available through Muirs, backed by specialist knowledge and tailored solutions for today's farming conditions. Proudly celebrating 30 Years of Campbells, grounded in nutrition and built for what's next.

Muirs.co Campbells Fertilisers Australasia Hort Connections #GrowForward #GroundedInNutrition #HortConnections #HortCon26

**Hort Connections Adelaide 2026**

**Muirs** + **Campbells**  
GROW FORWARD  
CELEBRATING 30 YEARS OF CAMPBELLS - GROUNDED IN NUTRITION

**ausveg** 🌱 Yara Australia Growing Together at Hort Connections! #Ad

What an incredible few days at Hort Connections! A big thank you to everyone who stopped by the Yara Australia stand to connect, share ideas, and talk about the future of Australian horticulture. We were proud to showcase our Holistic Nutrition Solutions, demonstrating how the right nutrition strategy can help growers improve crop performance, quality, and resilience throughout the growing season.

We also introduced the Miðla Community Incentive Program—an initiative that supports the local communities standing alongside growers, retailers, and the wider agricultural industry. Because when our communities thrive, so does Australian agriculture.



### Advertising Enquiries

Events and Partnerships Team

P: 03 9882 0277

E: [marketing@ausveg.com.au](mailto:marketing@ausveg.com.au)