

PROMOTE YOUR PRODUCTS AND SERVICES TO AUSTRALIA'S APPLE AND PEAR INDUSTRY

MEDIA KIT 2019



Australian
fruitgrower www.apal.org.au

industryjuice

Apple and Pear Australia Ltd (APAL) publishes the leading industry hard copy magazine *Australian Fruitgrower* and e-newsletter *Industry Juice* for the apple and pear industry in Australia.

If you offer solutions for apple and pear growers and related industries, APAL's community is your customer. Achieve cut through with key decision makers and anchor your brand to the industry's most respected, credible and targeted communication channels.

PUBLICATIONS

Australian Fruitgrower Magazine and *Industry Juice* e-newsletter are the leading source of breaking news, opinions, latest research findings and grower interviews for the Australian apple and pear industry. Providing advertisers with both flagship hardcopy and fast-paced online options to reach this highly targeted group of decision makers.

Audience

- 🍏 Commercial apple and pear growing business owners and their staff.
- 🍏 Industry advisors and extension officers.
- 🍏 Researchers and government agency staff.
- 🍏 Industry product suppliers and service providers.

Content

- 🍏 Local, national and international news and events.
- 🍏 Future Orchards® orchard management and technical features.
- 🍏 Post-harvest, packing and cool store articles.
- 🍏 Grower and industry stakeholder profiles.
- 🍏 Marketing and export market development highlights.
- 🍏 Australian research and development project articles.
- 🍏 International research updates.



Australian Fruitgrower

Circulation 900 (printed)

Frequency Seasonally-focused quarterly print issues are complemented by online publication of articles and sharing across social media.



Industry Juice

Circulation 1,200 +

Frequency Weekly – every Wednesday

REACH AND PERFORMANCE

Australian Fruitgrower

Australian Fruitgrower is provided free to all levy-paying apple and pear growers and industry members, amounting to around 900 subscribers.

Our distribution list has been collated over many years and is constantly updated to ensure new entrants to the industry are included and our database is kept up to date. We take keeping the distribution list updated very seriously to ensure it is targeted to those people active within Australia's commercial apple and pear industry.

In our most recent reader survey, 90 per cent of respondents saw the magazine and e-newsletter in particular as having "above-average level of relevance to their decision-making, with the Australian Fruitgrower magazine rated as the most relevant".

We have also received the following comments about *Australian Fruitgrower*:

"As a consultant I enjoy Australian Fruitgrower and encourage my clients to take notice of the information it contains."

"I look forward to each edition of Australian Fruitgrower, particularly research articles and international research updates, relevant information regarding climate change, drought proofing, reducing energy inputs and chemicals."



Industry Juice

More than 1,200 people are subscribed to *Industry Juice* and subscriptions rates are steadily rising. Subscribers must opt-in, ensuring only people who actively choose to receive the newsletter do so. Our subscriber number is therefore authentic and reflective of a genuine number of people interested in our content. APAL also actively invites new industry members to join.

In 2018, the 'open' rate for *Industry Juice* – the percentage of people who are sent the newsletter who open it – has retained an average of 40 per cent. This is nearly double the industry average according to email service provider MailChimp.

RATES AND SPECIFICATIONS

Australian Fruitgrower

Rates (ex GST)



Number of ads booked	Casual	x2	x4
Full page	\$2,160	\$3,888	\$6,912
Double page spread	\$3,888	\$6,998	\$12,441
Half page	\$1,320	\$2,376	\$4,224
Third page	\$960	\$1,728	\$3,072
Quarter page	\$800	\$1,440	\$2,560
Back cover	\$2,700	\$4,860	\$8,640
Inside Back Cover	\$2,480	\$4,464	\$7,936
Inside Front Cover	\$2,580	\$4,644	\$8,256
Inserts	Price on application		

Artwork

High resolution pdfs at final correct size (see reference diagrams on right). Full page advertisement supplied with trims and 3mm bleed plus all fonts embedded/outlined and images CMYK at 300dpi.

Artwork can be emailed (max size 5MB) to editor@apal.org.au or larger files may be shared via Dropbox. Word files are not acceptable. We recommend you also supply a hard copy full colour proof to ensure artwork is received correctly.

Advertising deadlines

Issue	Advertising final booking & advert content deadline	Online publication	Hard copy circulation begins
Autumn (Mar)	1 Feb 2019	1 Mar 2018	From 1 Mar 2019
Winter (Jun)	1 May 2019	1 Jun 2018	From 1 Jun 2019
Spring (Sep)	1 Aug 2019	1 Sep 2018	From 1 Sep 2019
Summer (Dec)	1 Nov 2019	1 Dec 2018	From 1 Dec 2019

ADVERT SIZES

THIRD PAGE HORIZONTAL
181mm x 86mm

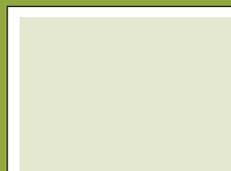
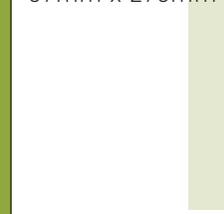


FULL PAGE

TRIM SIZE
210mm x 297mm

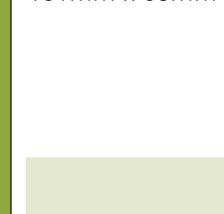
BLEED SIZE
216mm x 303mm

THIRD PAGE VERTICAL
57mm x 275mm



HALF PAGE HORIZONTAL
181mm x 132mm

QUARTER PAGE HORIZONTAL
181mm x 65mm



HALF PAGE VERTICAL
88mm x 275mm

QUARTER PAGE VERTICAL
88mm x 132mm



RATES AND SPECIFICATIONS



Industry Juice

Rates (GST ex)

	Casual	x4
Top Banner	\$300	\$960
Second/Third Banner	\$250	\$800

Artwork

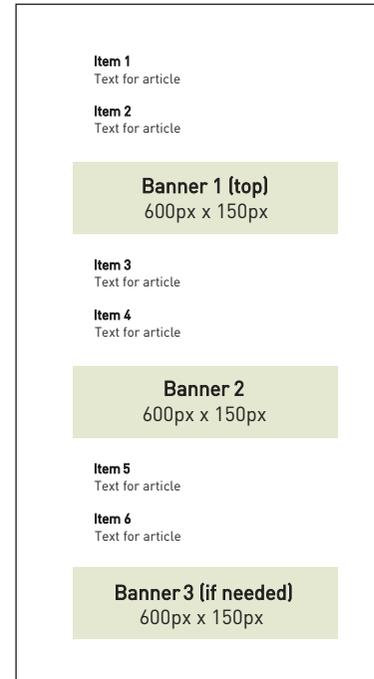
All artwork should be accompanied by a URL which the advertorial banner will be linked to.

Jpg image files with the exact dimensions: 600 pixels (width) by 150 pixels (height). Please note: any text must be legible at this size.

Artwork can be emailed (max size 5MB) to editor@apal.org.au or larger files may be shared via Dropbox.

Advertising deadlines

Advertisements must be submitted before close of business on the Tuesday prior to publication.



Terms and Conditions

Advertising accepted for publication in *Australian Fruitgrower* and/or *Industry Juice* is subject to these Terms and Conditions. Every advertisement is subject to the approval of Apple and Pear Australia Ltd (APAL).

APAL reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and The Advertiser shall have no claim against APAL other than for the refund of any money paid by The Advertiser if the advertisement is not published.

APAL otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise. The word "advertisement" may be used to identify advertising material that in the opinion of APAL resembles editorial matter. The Advertiser warrants to APAL that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

APAL and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless APAL or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of The Advertiser or agent to notify APAL or Pulse Hub of any error immediately as it appears. Unless notified, APAL and Pulse Hub accept no responsibility for any recurring error.

Advertisers and advertising agencies lodging material for publication in *Australian Fruitgrower* and/or *Industry Juice* indemnify APAL, its directors, employees and its agents, including Pulse Hub, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licences or royalty rights and any and all other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.





ABOUT APAL

APAL is an industry representative body and non-profit membership organisation that supports Australia's commercial apple and pear growers by:

- 🍏 Improving orchard productivity and grower profitability.
- 🍏 Managing industry extension.
- 🍏 Delivering new varieties.
- 🍏 Managing the Pink Lady® brand.
- 🍏 Creating export market opportunities.
- 🍏 Providing industry communications.
- 🍏 Collecting and analysing industry data.
- 🍏 Certifying nursery trees and rootstocks.
- 🍏 Promoting industry interests.
- 🍏 Connecting growers nationwide.
- 🍏 Empowering members through a united industry voice.
- 🍏 Advancing Australia's horticultural sector.

APAL strives to deliver the best and most up to date information to both apple and pear growers and industry players along the supply chain.

Australian Fruitgrower and *Industry Juice* are APAL publications supported by strategic levy investments under the Hort Innovation Apple and Pear Fund and also feature content funded directly by APAL and our partners.





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