

2021 MEDIA KIT

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ABOUT GROWCOM

Growcom serves and represents Queensland's fruit, vegetable and nut growers. We strive for the long term growth and success of horticultural farms and the industry as a whole.

Growcom's members include fruit, vegetable and nut producers along with individuals, organisations and companies who have a stake or interest in the future of Queensland horticulture.

Growcom is the only organisation in Australia to deliver services across the entire horticulture industry – to businesses and organisations of all commodities, sizes and regions, and across the value chain. While we are Queensland-based, we deliver national-scale projects and policy initiatives.

Growcom's core purpose is to advocate on behalf of our industry members. We are proud to support our growers and their families and to take our industry's needs to all levels of Government and key players in the supply chain. We also deliver a range of programs, services and opportunities that help businesses and industries achieve greater success.

If you are looking for a partner or service provider in horticulture the Growcom team has the industry knowledge and networks to help.

ADVERTISING ENQUIRIES

STEVE LUXFORD Pulse Hub Pty Ltd

steve.luxford@pulsehub.com.au 0429 699 553 www.pulsehub.com.au

MARKETING ENQUIRIES

NATALIE BRADY Growcom Communications Manager

nbrady@growcom.com.au 07 3620 3844 www.growcom.com.au

GENERAL INFORMATION

All advertising rates listed in this document are in Australian dollars (AUD) and **do not** include GST.

Growcom reserves the right to refuse any requests for advertising. Growcom 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.

All rates are effective until 31 December 2021 and are subject to change.

Rates listed are for space only and do not include any alterations to supplied advertisements. If design assistance is required a fee of \$100 per hour will apply.

A 10% surcharge will apply to all bookings that are cancelled on or after the specified deadline date for advertising material.

Pule Hub commission: 20%

FRUIT & VEGETABLE NEWS

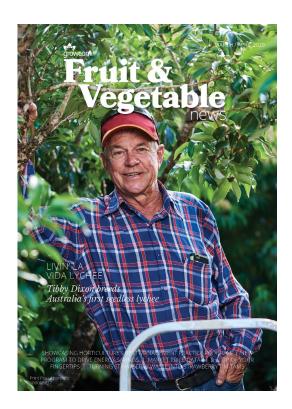
Growcom's flagship print publication, Fruit & Vegetable News has been read by the organisation's members and those with a vested interest in the horticulture industry since the 1950s.

The magazine continues to be at the forefront of news delivery. It contains information found in no other publication including the latest industry news, technical data, current research, and upcoming events. It is an easy way to keep up-to-date with developments in the industry.

TARGET MARKET: Horticultural growers and those with a vested interest in Queensland's horticultural industry.

CIRCULATION AND FREQUENCY: 800 copies, bi-monthly.

DISTRIBUTION: Delivered to businesses throughout Australia via Australia Post in a sealed clear bag and personally addressed.



PUBLISHING DATES AND DEADLINES

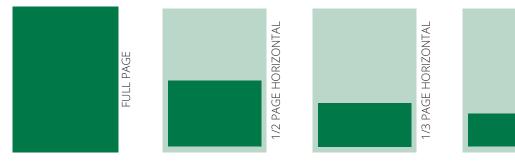
EDITION	CONTENT & BOOKING DEADLINE	ARTWORK DEADLINE	DELIVERY COMMENCES
January / February 2021	3 December 2020	7 December 2020	7 January 2021
March / April 2021	18 February 2021	22 February 2021	11 March 2021
May / June 2021	22 April 2021	26 April 2021	13 May 2021
July / August 2021	17 June 2021	21 June 2021	8 July 2021
September / October 2021	19 August 2021	23 August 2021	9 September 2021
November / December 2021	21 October 2021	25 October 2021	11 November 2021
January / February 2022	2 December 2021	6 December 2021	6 January 2022

ADVERTISING RATES

ADVERT SIZE	CASUAL PLACEMENT	X 3 PLACEMENTS	X 6 PLACEMENT	
FULL PAGE	\$2000	\$1750	\$1500	
1/2 PAGE	\$1000	\$875	\$750	
1/3 PAGE	\$670	\$580	\$500	
1/4 PAGE	\$500	\$437.50	\$375	

ARTWORK SPECIFICATIONS

ADVERT SIZE	TRIM SIZE (w x h)	BLEED SIZE (w x h)	TYPE AREA (w x h)
FULL PAGE	210 mm x 297 mm	216 mm x 303 mm	200 mm x 287 mm
			200 1111 × 207 1111
1/2 PAGE HORIZONTAL	193 mm x 135 mm	n/a	183 mm x 125 mm
1/3 PAGE HORIZONTAL	193 mm x 90 mm	n/a	183 mm x 80 mm
1/4 PAGE HORIZONTAL	193 mm x 68 mm	n/a	183 mm x 58 mm
1/4 PAGE VERTICAL	93 mm x 135 mm	n/a	83 mm x 125 mm





Please provide PDF files in **CMYK.** Only full page adverts require a **3 mm bleed and trim marks.** Resolution to be saved at 300dpi and scans at no 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.

Preferred lodgement is via email to **communications@growcom.com.au** or for files over 10MB please use wetransfer.com or a comparable online file transfer site.

Contact Growcom if you have any questions about advert specifications on **07 3620 3844**.

DESIGN ASSISTANCE

Growcom employs graphic designers who can produce advertisements for potential advertisers.

Simple word placement ads incur a flat rate of \$200. For more complex advertisements an hourly rate of \$100 per hour may apply on top of this flat rate. If you require your existing advertisement to be modified this may also incur a charge.

Please contact Growcom's Communications Team to discuss your advertising requirements:

07 3620 3844 communications@growcom.com.au

INSERTS & ONSERTS

Inserts and onserts are available for inclusion within the Fruit & Vegetable News magazine. For booking and material deadlines, please refer to relevant magazine deadlines.

To maximise the advertising opportunity, Growcom will only accept one insert/onsert per edition of the magazine.

The advertiser MUST provide the weight of the insert/onsert at time of booking.

As the magazine is mechanically plastic wrapped, inserts/onserts must NOT be any larger than 195 mm x 270 mm, folded or flat, to ensure no interference with the bagging process.

MAGAZINE FLYSHEET

The magazine flysheet is distributed with each magazine. Opportunities to advertise on this flysheet ensure high impact on receipt of the publication.

Flysheet advertisements are in black and white only.

	MAXIMUM TRIM SIZE
INSERT / ONSERT	195 mm x 270 mm
INSERT WEIGHT	COST
INSERT WEIGHT 0 - 10 GRAMS	COST \$2000

TRIM SIZE (w x h)	COST
150 mm x 145 mm	\$1000



HORTICULTURE NOW

Horticulture Now is a fortnightly email newsletter distributed to over 2200 growers, industry supply chain members and media on Tuesdays. The e-newsletter alternates between a news and events edition, and is designed to keep readers informed about general industry news and Growcom's involvement within the horticulture industry. Horticulture Now provides an opportunity for targeted advertising to individuals and companies within the horticulture sector.





30.9%





Industry average (Agriculture and Food Services) Open Rate: 20.0% | Click Rate: 2.99%

NEWSLETTER ADVERTISING

Artwork is due by close of business Friday the week prior to the publication date. Please provide any link required for the advert.

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

ADVERT	SIZE (px w x h)	COST	
Premium Banner	600 x 200	\$300	
Standard Banner	600 x 100	\$200	



DISTRIBUTION DATE	EDITION
19 January 2021	Events
2 February 2021	News
16 February 2021	Events
2 March 2021	News
16 March 2021	Events
30 March 2021	News
13 April 2021	Events
27 April 2021	News
11 May 2021	Events
25 May 2021	News
8 June 2021	Events
22 June 2021	News
6 July 2021	Events
20 July 2021	News
3 August 2021	Events
17 August 2021	News
31 August 2021	Events
14 September 2021	News
28 September 2021	Events
12 October 2021	News
26 October 2021	Events
9 November 2021	News
23 November 2021	Events
7 December 2021	News

WORKPLACE ESSENTIALS

As an exclusive benefit of Growcom membership, the Workplace Essentials Newsletter is a bi-monthly e-newsletter issued by the Growcom Workplace Relations Team that focuses on the latest news and developments in industrial relations, human resources and work health & safety relevant to the horticulture industry.

The Workplace Essentials e-newsletter is read by company owners and personnel from within the human resources area of horticultural businesses.





38.2%



CLICK RATE **9.6%**

Industry average (Agriculture and Food Services) Open Rate: 20.0% | Click Rate: 2.99%

NEWSLETTER ADVERTISING

Artwork is due by close of business Friday the week prior to the publication date. Please provide any link required for the advert.

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

ADVERT	SIZE (px w x h)	СОЅТ
Standard Banner	600 x 100	\$200

DIST	RIBU	TION	DATE

12 February 2021
9 April 2021
11 June 2021
13 August 2021
8 October 2021
10 December 2021



INFOPEST E-NEWSLETTER

Infopest is the premier online ag-vet chemical database in Australia and features all chemicals registered and approved by the Australian Pesticides and Veterinary Medicines Authority (APVMA). Infopest is a one-stop shop for accurate, up-to-date information for the effective control of weeds, pests and diseases in a wide range of crops and livestock.

The Infopest Newsletter is distributed to over 4200 subscribers of the service quarterly. The e-newsletter contains bespoke information relating to chemical access, biosecurity and pest mangement.





26.3%



CLICK RATE

Industry average (Agriculture and Food Services) Open Rate: 20.0% | Click Rate: 2.99%

NEWSLETTER ADVERTISING

Artwork is due by close of business Friday the week prior to the publication date. Please provide any link required for the advert.

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

ADVERT	SIZE (px w x h)	COST
Premium Banner	600 x 200	\$300
Standard Banner	600 x 100	\$200



DISTRIBUTION DATE

EMAIL **NEWSLETTERS**

#SPONSORED EDM

Electronic Direct Mail (EDM) creates an important link between growers, researchers, agi-businesses and other industry stakeholders. Marketing to our two databases provides an opportunity for targeted advertising to individuals and companies in horticulture.

This opportunity is only available once per month for \$1000 per #sponsored EDM.

PROCESS

1. Develop your #sponsored EDM

Our preference is for the advertiser to produce their own EDM via MailChimp and share the template. If the advertiser does not have capacity to do this, Growcom can work with the advertiser to develop a campaign.

- 2. Share your #sponsored EDM with Growcom See the MailChimp tutorial on how to share a template here: https://mailchimp.com/help/share-a-template/
- Growcom will schedule the #sponsored EDM at an 3. optimal time, during an 'off week' for the Horticulture Now e-newsletter.

CONDITIONS

The subject of each #sponsored EDM will be prefaced with:

SPONSORED CONTENT |

The following disclaimer will be displayed at the bottom of each #sponsored EDM.

DISCLAIMER: This is a fee for service provided by Growcom. Opinions expressed by contributors are their own and not necessarily the views of Growcom. Material is subject to copyright and may not be reproduced in any form without permission. This service is provided by Growcom to advise industry of commercial opportunities, events, technologies and practices. The content is supplied by contributors so Growcom accepts no responsibility for omissions, typographical or printing errors, inaccuracies or changes that may take place after distribution. Growcom requires contributors to provide material complying with Australian laws relating to misleading or deceptive conduct and other unfair practices, discrimination, defamation, human rights and any other laws under which liability may be incurred by publication. Growcom accepts no responsibility for any breaches of these laws.

HORTICULTURE NOW DATABASE

ADVERTISING TOPICS: General horticultural products & services





2200 +







OPEN RATE 30.9%



Industry average (Agriculture and Food Services) Open Rate: 20.0% | Click Rate: 2.99%

INFOPEST DATABASE

ADVERTISING TOPICS: Chemicals, biosecurity or pest management









SUBSCRIBERS 4200+



4.7%

Industry average (Agriculture and Food Services) Open Rate: 20.0% | Click Rate: 2.99%

EVENTS CALENDAR

The Horticulture Events Calendar is designed to keep growers informed about events that are specifically related to the horticulture industry. Events listed include Growcom hosted events, free seminars, demonstrations, tours and upcoming conventions.

For a non-Growcom hosted event, a direct link is provided to the external event registration page allowing the user to access further information or register directly with the event host.

An update of new events is provided in Horticulture Now with a link to the site. Advertising on this calendar offers the chance to achieve greater exposure of an event you are holding or sponsoring for the industry.

ADVERTISING RATES

Artwork must be provided as a web-ready JPG, PNG or GIF.

Please provide any link required for the advert.

ADVERT	SIZE (px w x h)	COST
Premium Banner	1000 x 150	\$500
Large Box	250 x 420	\$300
Small Box	250 x 250	\$200



AVERAGE TIME SPENT ON PAGE 03:26



MATERIAL DEADLINE	MONTH OF PLACEMENT
11 December 2020	January 2021
22 January 2021	February 2021
19 February 2021	March 2021
19 March 2021	April 2021
23 April 2021	May 2021
21 May 2021	June 2021
18 June 2021	July 2021
23 July 2021	August 2021
20 August 2021	September 2021
17 September 2021	October 2021
22 October 2021	November 2021
19 November 2021	December 2021
10 December 2021	January 2022



HORTICULTURE EVENTS CALENDAR







To help you save on advertising costs Growcom has developed the following media packages. Packages can be split over multiple months however, placement dates <u>must</u> be stipulated at time of booking.

Not what you're looking for? Give us a call today to discuss an alternative media package.

PACKAGE 1 - \$2600

x1 Full Page advert in *Fruit & Vegetable News* magazine

x1 300 word advertorial in Fruit & Vegetable News magazine

x1 Premium Banner on the Events Calendar webpage

x2 Premium Banners in Horticulture Now OR Infopest e-newsletter

PACKAGE 2 - \$1200

x1 Half Page advert in *Fruit & Vegetable News* magazine

x1 Small Box advert on the Events Calendar webpage

x1 Standard Banner in *Horticulture Now* OR *Workplace Essentials* OR *Infopest* e-newsletter

PACKAGE 3 - \$560

x1 Quarter Page advert in Fruit & Vegetable News magazine

x1 Standard Banner in *Horticulture Now* OR *Workplace Essentials* OR *Infopest* e-newsletter

DIGITAL PACKAGE - \$1200

x1 #sponsored EDM

x1 Large Box advert on the *Events Calendar* webpage

x1 Standard Banner in Horticulture Now OR Workplace Essentials OR Infopest e-newsletter

f F AT 111 1 1 1-1

GROWCOM COMMUNICATIONS

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www.growcom.com.au

