



Practical services for  
**HORTICULTURE**

## **MEDIA KIT**

2022



## 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.

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## ADVERTISING ENQUIRIES

### STEVE LUXFORD

Pulse Hub Pty Ltd

[steve.luxford@pulsehub.com.au](mailto:steve.luxford@pulsehub.com.au)

0429 699 553

[www.pulsehub.com.au](http://www.pulsehub.com.au)

## MARKETING ENQUIRIES

### NATALIE BRADY

Growcom Communications Manager

[communications@growcom.com.au](mailto:communications@growcom.com.au)

07 3620 3863

[www.growcom.com.au](http://www.growcom.com.au)

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## 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 2022 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 2022	2 December 2021	6 December 2021	6 January 2022
March / April 2022	17 February 2022	21 February 2022	10 March 2022
May / June 2022	21 April 2022	25 April 2022	12 May 2022
July / August 2022	16 June 2022	20 June 2022	7 July 2022
September / October 2022	18 August 2022	22 August 2022	8 September 2022
November / December 2022	20 October 2022	24 October 2022	10 November 2022
January / February 2023	24 November 2022	28 November 2022	5 January 2023

## ADVERTISING RATES

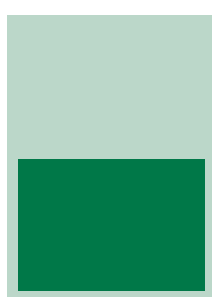
ADVERT SIZE	CASUAL PLACEMENT	X 3 PLACEMENTS	X 6 PLACEMENT
FULL PAGE	\$2000	\$1750	\$1500
1/2 PAGE	\$1000	\$875	\$750
1/3 PAGE	\$670	\$580	\$500
1/4 PAGE	\$500	\$437.50	\$375

## ARTWORK SPECIFICATIONS

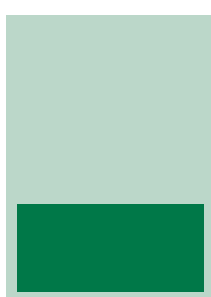
ADVERT SIZE	TRIM SIZE (w x h)	BLEED SIZE (w x h)	TYPE AREA (w x h)
FULL PAGE	210 mm x 297 mm	216 mm x 303 mm	200 mm x 287 mm
1/2 PAGE HORIZONTAL	193 mm x 135 mm	n/a	183 mm x 125 mm
1/3 PAGE HORIZONTAL	193 mm x 90 mm	n/a	183 mm x 80 mm
1/4 PAGE HORIZONTAL	193 mm x 68 mm	n/a	183 mm x 58 mm
1/4 PAGE VERTICAL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



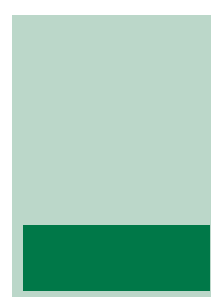
FULL PAGE



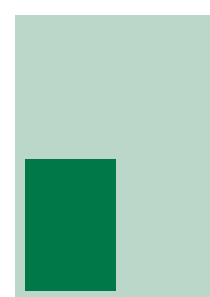
1/2 PAGE HORIZONTAL



1/3 PAGE HORIZONTAL



1/4 PAGE HORIZONTAL



1/4 PAGE VERTICAL

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.

INSERT / ONSERT SPECIFICATION

MAXIMUM TRIM SIZE	
INSERT / ONSERT	195 mm x 270 mm
INSERT WEIGHT	COST
0 - 10 GRAMS	\$2000
11+ GRAMS	\$2400

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.

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

If undeliverable, return to:

Queensland Fruit & Vegetable Growers Ltd  
PO Box 202  
Fortitude Valley QLD 4006  
Fruit & Vegetable News Magazine

**Fruit & Vegetable**  
news

<<ACCOUNT\_NAME>>  
<<FULL\_NAME>>  
<<ADDRESS>>  
<<CITY>> <<STATE>> <<POSTAL\_CODE>>  
<<COUNTRY>>

Not your address? Please notify Growcom if your details have changed.

Title:  
Full Name:  
Company Name:  
Postal Address:


**growcom**

Phone: 3628 3844  
Fax: 3628 3860  
Email: [communications@growcom.com.au](mailto:communications@growcom.com.au)

Fruit & Vegetable News is the official journal of Queensland Fruit & Vegetable Growers Ltd, trading as Growcom Australia - representing the state's horticulture industry.

PRINT  
POST  
100003817

POSTAGE  
PAID  
AUSTRALIA



**INFOPEST**

Australia's *premier* agricultural and veterinary chemical information package

[www.infopest.com.au](http://www.infopest.com.au)

# EMAIL NEWSLETTERS

## HORTICULTURE NOW

Horticulture Now is a fortnightly email newsletter distributed to over 2300 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.



**SUBSCRIBERS**  
**2300+**



**OPEN RATE**  
**29.3%**



**CLICK RATE**  
**6.7%**

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.

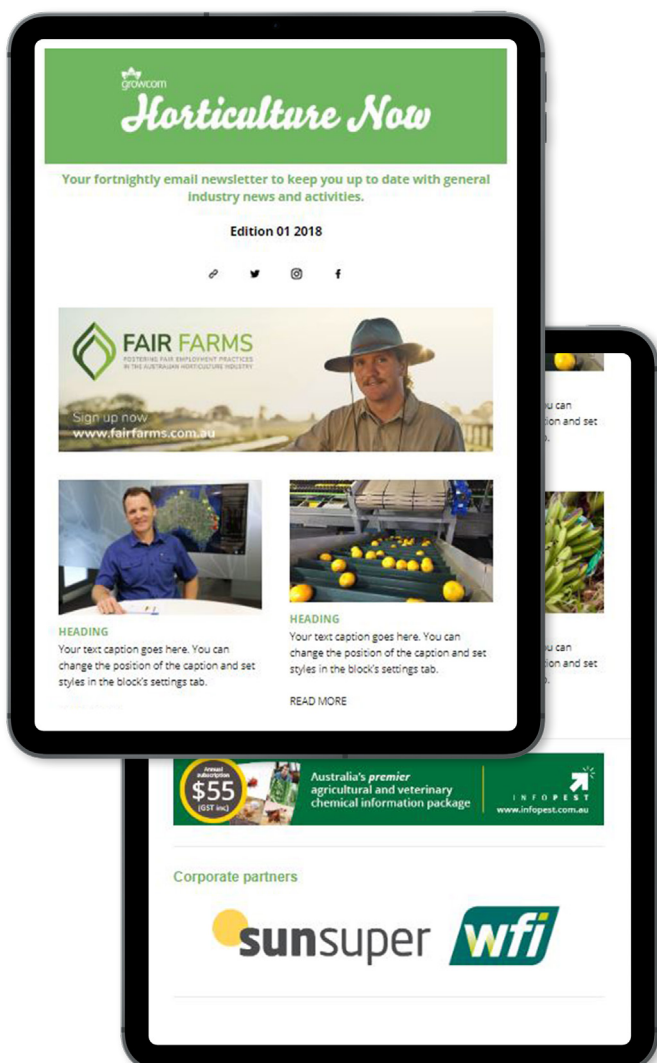
Adverts must be provided in RGB JPEG or PNG format at 150dpi.

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

### DISTRIBUTION DATE

### EDITION

18 January 2022	Events
1 February 2022	News
15 February 2022	Events
1 March 2022	News
15 March 2022	Events
29 March 2022	News
12 April 2022	Events
26 April 2022	News
10 May 2022	Events
24 May 2022	News
7 June 2022	Events
21 June 2022	News
5 July 2022	Events
19 July 2022	News
2 August 2022	Events
16 August 2022	News
30 August 2022	Events
13 September 2022	News
27 September 2022	Events
11 October 2022	News
25 October 2022	Events
8 November 2022	News
22 November 2022	Events
6 December 2022	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.



SUBSCRIBERS  
470+



OPEN RATE  
39.1%



CLICK RATE  
9.6%

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

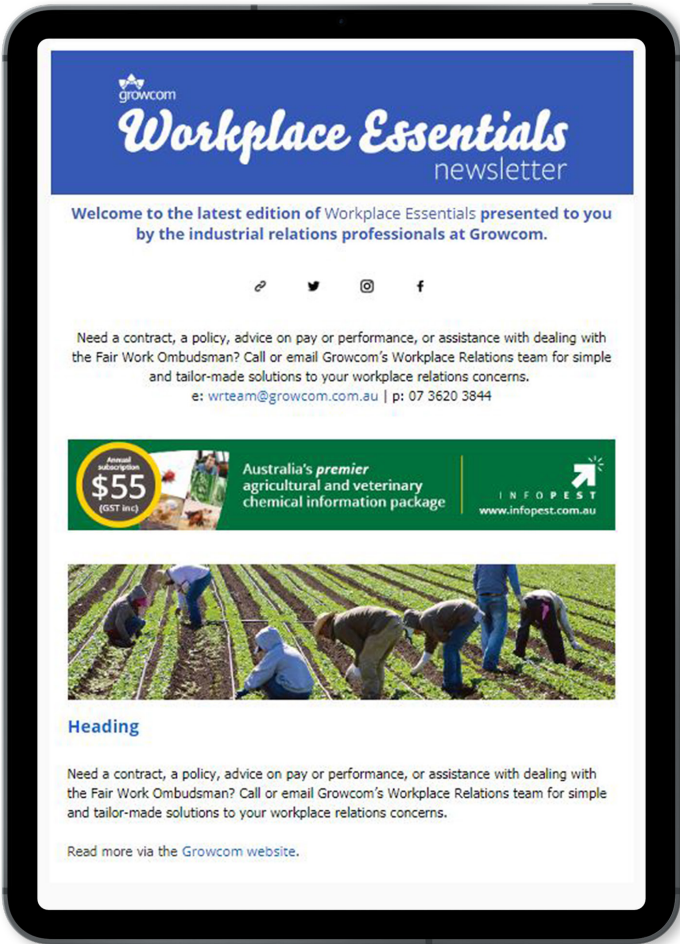
NEWSLETTER ADVERTISING

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)	COST
Standard Banner	600 x 100	\$200

DISTRIBUTION DATE

11 Febraury 2022
8 April 2022
10 June 2022
12 August 2022
7 October 2022
9 December 2022





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 management.



SUBSCRIBERS  
4200+



OPEN RATE  
25.4%



CLICK RATE  
4.4%

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

23 February 2022

25 May 2022

24 August 2022

23 November 2022





#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/>
- 3. **Growcom will schedule the #sponsored EDM at an 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



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

INFOPEST DATABASE

ADVERTISING TOPICS: Chemicals, biosecurity or pest management



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



YEARLY  
PAGE VIEWS  
10,000+



AVERAGE TIME  
SPENT ON PAGE  
02:26



OVERALL  
PAGE RANK  
#2

MATERIAL DEADLINE	MONTH OF PLACEMENT
10 December 2021	January 2022
21 January 2022	February 2022
18 February 2022	March 2022
18 March 2022	April 2022
22 April 2022	May 2022
20 May 2022	June 2022
17 June 2022	July 2022
22 July 2022	August 2022
19 August 2022	September 2022
16 September 2022	October 2022
21 October 2022	November 2022
18 November 2022	December 2022
9 December 2022	January 2023

Show ▾

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Load Older						
Aug 19	Aug 19 Old Energy From Waste Discussion Paper Feedback Workshop Guideline	Aug 20 Asia Pacific Food Safety Conference 2019	Aug 21 Asia Pacific F... James Watt Regional Cl...	Aug 22 Asia Pacific F... Soybean Shap...	Aug 23 Source Accreditation Zoom Webinar	Aug 24
Aug 25	Aug 26 Dustin Acce... Energy Tran...	Aug 27	Aug 28 Phyltech gr... Western Tel... Harold Dab...	Aug 29	Aug 30 Small Busine... Trophies... Proposed de...	Aug 31
Sep 1	Sep 2 Phyltech gr... Innovation S...	Sep 3 Phyltech gr... Green econo... Midwest	Sep 4 QDAF Presc... Phyltech gr... Asia Fruit L...	Sep 5 QDAF Presc... Phyltech gr... +2 more...	Sep 6 QDAF Presc... Asia Fruit L... Rural Econo... Phyltech gr...	Sep 7 QDAF Presc... Precision Ag Study Tour - SA, VIC & TAS
Sep 8 QDAF Presc... Precision Ag Study Tour - SA, VIC & TAS	Sep 9 QDAF Presc... Precision Ag...	Sep 10 QDAF Presc... A complete g...	Sep 11 QDAF Presc... Precision Ag...	Sep 12 Phyltech gr... Global Agri... Summerfrut...	Sep 13 Global Agri... Phyltech gr... Innovation 20...	Sep 14 Nutrition Per... Sydney Mark...
Sep 15	Sep 16 Business G... Rural Suppor...	Sep 17 Rural Suppor... Innovation To...	Sep 18 Rural Suppor... Innovation To...	Sep 19 Rural Suppor... Innovation To...	Sep 20 Rural Suppor... Innovation To...	Sep 21 Heartland Pe... 2nd Annual L...



# MEDIA PACKAGES

To help you save on advertising costs Growcom has developed the following media packages. Packages can be split over multiple months however, placement dates must 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

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

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x1 300 word advertorial in *Fruit & Vegetable News* magazine

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x1 Premium Banner on the *Events Calendar* webpage

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x2 Premium Banners in *Horticulture Now* OR *Infopest* e-newsletter

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## PACKAGE 2 - \$1200

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

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x1 Small Box advert on the *Events Calendar* webpage

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

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## PACKAGE 3 - \$560

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

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

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## DIGITAL PACKAGE - \$1200

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x1 #sponsored EDM

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x1 Large Box advert on the *Events Calendar* webpage

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

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**GROWCOM COMMUNICATIONS**

Primary Producers House  
Level 3, 183 North Quay  
Brisbane, Qld 4000

**P:** 07 3620 3844

**E:** [communications@growcom.com.au](mailto:communications@growcom.com.au)

[www.growcom.com.au](http://www.growcom.com.au)

