



POTATOLINK
AUSTRALIAN POTATO INDUSTRY
EXTENSION PROJECT

POTATOLINK MAGAZINE

"PotatoLink magazine is top notch and very pertinent to the industry."

"As industry magazines go, this is one of the best. Articles are relevant and to the point while being comprehensive."

"Really like the magazine. We use it to educate our staff."

RATE CARD

2024

The Publication

The PotatoLink magazine is the cornerstone of the PotatoLink project. It is a standalone magazine focussed on providing research-based extension information to the Australian potato industry. The magazine provides current information on the latest potato research and best practice from Australian and international sources.

The quarterly PotatoLink Magazine has been published since 2021, targeting potato growers, agronomists, and support staff across Australia's potato growing regions.

Distribution

Subscribers: Both hard copy and digital editions are sent to directly subscribers – approximately 2,000 recipients per edition in both digital and hard copy formats.

Events: The magazine is distributed at key industry events including Hort Connections, field days and industry conferences.

Social media: The magazine is shared with 1,000 social media subscribers.



The Publisher



PotatoLink is published by Applied Horticultural Research (AHR).

Applied Horticultural Research is a multi-disciplinary team of skilled research and communications professionals supporting innovation and sustainability in the horticultural supply chain – from farm to consumer. AHR works closely with growers, processors and support organisations in Australia and overseas to deliver better products to consumers and greater returns to growers. AHR manages or leads a large number of horticultural research projects that are strongly focused on vegetable crop production systems. AHR works with other major organisations in the horticultural field.

Learn more about AHR at ahr.com.au

Learn more about PotatoLink at potatolink.com.au

Publishing dates and deadlines

EDITION	BOOKING DEADLINE	ARTWORK DEADLINE	DELIVERY COMMENCES*
Issue 12, Autumn 2024	23 February 2024	8 March 2024	5 April 2024
Issue 13, Winter 2024	24 May 2024	7 June 2024	5 July 2024
Issue 14, Spring 2024	23 August 2024	6 September 2024	4 October 2024
Issue 15, Summer 2024/25	22 November 2024	6 December 2024	10 January 2025

*Estimated

Advertising rates

ADVERTISEMENT SIZE	CASUAL RATE	X4 (-15%)
Full Page (A4)	\$2,025	\$1,721
1/2 Page Horizontal	\$1,281	\$1,088
1/2 Page Vertical	\$1,281	\$1,088
1/3 Page Horizontal	\$855	\$726
1/4 Page Horizontal	\$705	\$599

Premium positions - Covers

Inside front cover - add 20%

Inside back cover - add 15%

Outside back cover - add 20%

Cancellations: Cancellation prior to the artwork deadline will result in a 50% refund. No refund will be made for cancellations after the artwork deadline.

Advertising terms and conditions

All advertisements are independent from editorial decisions. AHR does not endorse any product or service marked as an advertisement or promoted by a sponsor in AHR publications. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors.

AHR reserves the right to decline any type of advertising that is damaging to the brand of AHR or is inappropriate to the content held on the AHR network.

Advertisements may not be deceptive or misleading and should clearly identify the advertiser and the product or service being offered.

Advertisements will not be accepted if artwork or text is indecent or offensive, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature. AHR does not accept advertorial content for publication in the PotatoLink magazine.

Artwork specifications

ADVERTISEMENT SIZE	TRIM SIZE, mm (wxh)	BLEED SIZE, mm (wxh)	TYPE AREA, mm (wxh)
Full page	210 x 297	216 x 303	200 x 287
1/2 page horizontal	193 x 135	n/a	183 x 125
1/2 page vertical	102 x 297	n/a	92 x 287
1/3 page horizontal	193 x 90	n/a	183 x 80
1/4 page horizontal	193 x 68	n/a	183 x 58

Files specifications

- Please provide all files as a PDF.
- Colours must be in CMYK (no RGB). Spot colours to be converted to CMYK
- Only full page adverts require a 3mm bleed and trim marks.
- Resolution must be at least 300dpi
- All fonts (screen and print) must be packaged, embedded or outlined. Minimum type size: 5 point. For full-colour reverse type – minimum type size:
 - 6 point.

Preferred send files via email to pulse media.

Contacts

ADVERTISING

Justin Bowler
Pulse Hub Media Sales

E: justin.bowler@mmg.com.au

M: 0414 372 828

FOR INFORMATION ABOUT POTATOLINK MAGAZINE

Applied Horticultural Research
Level 3, Suite 340, Biomedical Building
1 Central Ave
Eveleigh, NSW 2015

E: admin@ahr.com.au