



**POTATOLINK**  
AUSTRALIAN POTATO INDUSTRY  
— EXTENSION PROJECT —

# POTATOLINK MAGAZINE

*"I love PotatoLink  
for its concise,  
potato-focused  
information," a  
grower.*

*"PotatoLink has set a high standard for  
horticultural publications, providing  
growers with reliable, practical and  
engaging information", an advisor.*

**RATE CARD**  

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2026

# The Publication

The PotatoLink magazine is the cornerstone of the PotatoLink project. It is a standalone magazine focused 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.

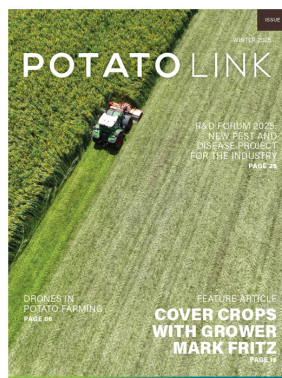
The quarterly PotatoLink Magazine has been published since 2021, targeting potato growers, agronomists, and support staff across Australia's potato growing regions.

# 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](http://ahr.com.au)**

**Learn more about PotatoLink at [potatolink.com.au](http://potatolink.com.au)**



# Publishing dates and deadlines

| EDITION                  | BOOKING DEADLINE | ARTWORK DEADLINE  | DELIVERY COMMENCES* |
|--------------------------|------------------|-------------------|---------------------|
| Issue 19, Summer 2025/26 | 21 November 2025 | 12 December 2025  | 9 January 2026      |
| Issue 20, Autumn 2026    | 13 February 2026 | 6 March 2026      | 3 April 2026        |
| Issue 21, Winter 2026    | 22 May 2026      | 12 June 2026      | 10 July 2026        |
| Issue 22. Spring 2026    | 21 August        | 11 September 2026 | 9 October 2026      |

\*Estimated

## Advertising rates

| ADVERTISEMENT SIZE  | CASUAL RATE | X4 (-15%) |
|---------------------|-------------|-----------|
| Full Page (A4)      | \$2,086     | \$1,773   |
| 1/2 Page Horizontal | \$1,319     | \$1,121   |
| 1/2 Page Vertical   | \$1,319     | \$1,121   |
| 1/3 Page Horizontal | \$881       | \$748     |
| 1/4 Page Horizontal | \$726       | \$617     |

### 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](mailto: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](mailto:admin@ahr.com.au)