

2027

PotatoLink Magazine

RATE CARD



POTATOLINK
AUSTRALIAN POTATO INDUSTRY
— EXTENSION PROJECT —



The Publication

About

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.

Grower testimonials

"Absolutely excellent, 10/10. Diversity of articles and their importance is great, hats off for picking the subjects right." - **Qld Grower**

"It's the main place I find relevant information, I like it a lot and get a lot of information from it." - **NSW grower**

"PotatoLink magazine is very good. I think it is very informative." - **WA grower**

Distribution



Subscribers

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



Events

We distribute the magazine at key industry events including Hort Connections, field days and industry conferences.



Social media

The magazine is shared with 1,800+ social media followers.

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.

For more information about AHR please visit ahr.com.au



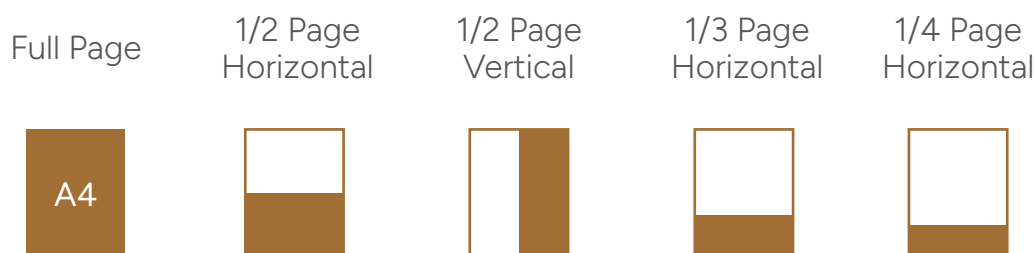
Advertising options

Premium Positions

Inside front cover +20%

Inside back cover +15%

Back cover +20%



Casual rate	\$2,159	\$1,365	\$1,365	\$911	\$751
4 x Repeats (-15%)	\$1,835	\$1,160	\$1,160	\$774	\$639

Publish Dates and Deadlines

Edition	Booking deadline	Artwork deadline	Estimated launch date
Issue 23	17 December 2026	31 December 2026	31 January 2027*
Issue 24	1 April 2027	15 April 2027	15 May 2027*
Issue 25	1 August 2027	15 August 2027	15 September 2027*
Issue 26	17 December 2027	31 December 2027	31 January 2028*

*Estimation only, we do not guarantee this launch date

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 that does not meet the artwork guidelines may result in reduced print quality, incorrect cropping or other reproduction issues. AHR does not supply a print proof

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

Artwork Guidelines

File specifications

File format	Outlined PDF	Resolution	300dpi minimum
Colours	CMYK	Images	Embedded
External bleed	5mm	Trim marks	Include with 4mm offset
Internal bleed	5mm for important info	Other marks	Do not include
Minimum text size	6pt	Share method	Email attachment preferred

Artwork sizes

	Width	Height
Full page	210 mm	297 mm
Inside front cover	210 mm	297 mm
Inside back cover	210 mm	297 mm
Back cover	210 mm	266 mm

	Width	Height
1/2 page vertical	105 mm	297 mm
1/2 page horizontal	210 mm	148 mm
1/3 page horizontal	210 mm	99 mm
1/4 page horizontal	210 mm	75 mm

Contact

ADVERTISING ENQUIRIES

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MAGAZINE ENQUIRIES

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Reach out to the project team
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