



# fruit A U S T R A L I A N grower

**The peak industry magazine for  
Apple & Pear Australia Ltd**

Rates effective January 2012



# fruitgrower

A U S T R A L I A N

Apple & Pear Australia Ltd (APAL) is the peak industry body representing the interests of commercial apple and pear growers in Australia in matters of national importance including regulation, legislation, marketing, research and development.

The Australian fruit growing industry is going through a period of significant change and restructuring, which will intensify in the next few years.

To help Australian apple and pear growers keep pace with industry trends, APAL's premier communication with the industry creates a platform for an even wider range of news, updates, information and education about fruit growing and marketing enterprises. From regular member surveys, we are also armed with insights into what our members want to read and learn.

Features round up important industry issues, while grower profiles share insightful information about what works in the growing enterprise.

This full-colour magazine turns the spotlight on the interests of fruitgrowers across Australia, covering:

- **evaluations of matters of industry importance including legislation, marketing, research and development**
- **features on lifestyle, topical and personal challenges facing corporate and family orchardists in the 21st century**
- **stories about seasonal challenges faced by fruitgrowers across the nation**
- **profiles of individuals, companies and growers – specially those who have developed and applied new or innovative methods, services and equipment**

## Eleven issues per year distributed nationally

**Australian Fruitgrower** is delivered to all APAL members as well as an independent subscriptions base, with a national and international circulation of 1,650.

**Australian Fruitgrower** is published monthly, except for a combined issue in December–January, to bring industry news to every apple and pear grower in Australia. This keystone magazine offers advertisers an unequalled opportunity to regularly reach this market with the latest in product and service information.

## Your link to the industry

Other associations representing Australian apple and pear growers receive **Australian Fruitgrower** by arrangement with APAL. The magazine is also regularly distributed to the industry media and is available at all major industry events and conventions.

## The editorial team

**Australian Fruitgrower** is produced for the industry by an experienced and qualified team, combining high level technical expertise in horticulture with professional magazine production.

**Editor: John Fitzsimmons** is one of Australia's most experienced technical and trade editors, communication journalists and writers, specialising in horticulture and agriculture, industry and technology transfer.

**Technical Editor – Apple and Pear: Dr Gordon Brown** is a senior agricultural research scientist who has also developed substantial business expertise in his own companies. He is an award-winning and recognised researcher with an extensive publishing record. Dr Brown has been heavily involved in the apple and pear industry's development and growth, through positions in universities, government agencies and as a private research scientist. He also been involved with research in the summerfruit industry, notably in apricot and cherry.



## Advertising rates

### Full page

No. 1	Height(mm)	Width(mm)	Casual	x3	x6	x9	x11
Border	277	190	<b>\$1,688</b>	<b>\$1,562</b>	<b>\$1,478</b>	<b>\$1,390</b>	<b>\$1,350</b>
Trim	297	210					
Bleed	303	216					

### Half page

No. 2	Height(mm)	Width(mm)	Casual	x3	x6	x9	x11
Horizontal	138	190	<b>\$1,015</b>	<b>\$938</b>	<b>\$886</b>	<b>\$838</b>	<b>\$780</b>
Vertical	277	90					

### Third page

No. 3	Height(mm)	Width(mm)	Casual	x3	x6	x9	x11
Horizontal	90	190	<b>\$760</b>	<b>\$703</b>	<b>\$664</b>	<b>\$623</b>	<b>\$606</b>
Vertical	277	57					

### Quarter page

No. 4	Height(mm)	Width(mm)	Casual	x3	x6	x9	x11
Horizontal	60	190	<b>\$590</b>	<b>\$546</b>	<b>\$518</b>	<b>\$487</b>	<b>\$472</b>
Vertical	130	90					

### Advertorials

Price on application

### Inserts

Price on application

## Fact file

**Australian circulation:** 1,650\*

### Subscription:

Australia: AUD\$110 (*Including GST*)  
Overseas: AUD\$159

### Frequency:

Eleven monthly issues with combined issue December-January.

### Core target:

Australian apple and pear growers and allied industry.

### Content:

Industry news, policy and regulation, marketing developments, research, farm management, rural lifestyle, products and services.

### Distribution:\*

\*All recognised apple and pear levy paying growers (free), the R&D community, allied trade, kindred societies and international associates by arrangement.

### Feature list summary:

The content of each issue of Australian Fruitgrower incorporates a seasonal or topical theme. For details of the current program contact the Editor or Hyde Media.

Rates include 10% agency commission. **RATES DO NOT INCLUDE GST.**

**Note:** Back Cover and Inside Front - 20% Premium.

Inside Back - 10% Premium.



# fruitgrower

A U S T R A L I A N

## Cancellations

Cancellations within 14 days of distribution date attract a cost of 50% of the original booking.

## Loadings

Back Cover and Inside Front - 20% Premium  
 Inside Back - 10% Premium.

## Artwork

High resolution pdfs at final correct size with trims and 5mm bleed plus all fonts embedded/outlined and images at 300dpi can be emailed (max size 5mbytes) to [advertising@apal.org.au](mailto:advertising@apal.org.au) along with a hard copy proof, preferably colour. MS word files are not acceptable. We can accept files via email, CD or downloaded from your server with the necessary login and password, along with emailed instructions and a colour proof (pdf).

## Production schedule

2012 Vol. 6	Booking deadline	Ad material deadline	Distribution scheduled w/c
February No. 1	3th January	10th January	6th February
March No. 2	1st February	12th February	5th March
April No. 3	8th March	16th March	2nd April
May No. 4	6th April	13th April	7th May
June No. 5	4th May	14th May	4th June
July No. 6	4th June	15th June	2nd July
August No. 7	6th July	16th July	6th August
September No. 8	6th August	16th August	3rd September
October No. 9	7th September	14th September	1st October
November No. 10	5th October	15th October	5th October
December/January No. 11	9th November	16th November	3rd December

## Terms & Conditions

Advertising accepted for publication in Australian Fruitgrower is subject to the conditions as set out in these Terms and Conditions.

Every advertisement is subject to the approval of Australian Fruitgrower's Managing Editor, John Fitzsimmons t/a Konzept VZ (Konzept VZ), acting on behalf of its principal, Australian Apple and Pear Limited.

Konzept VZ reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against Konzept VZ other than for the refund of any money paid by the advertiser if the advertisement is not published.

Konzept VZ otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

The word "advertisement" may be used to identify advertising material that in the opinion of Konzept VZ resembles editorial matter.

The Advertiser warrants to Konzept VZ that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful. Konzept VZ and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless Konzept VZ or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify Konzept VZ or Hyde Media of any error immediately it appears. Unless notified, Konzept VZ and Hyde Media accept no responsibility for any recurring error. Advertisers and advertising agencies lodging material for publication in Australian Fruitgrower indemnify Apple and Pear Australia Ltd, its directors, employees and its agents, including Konzept VZ and Hyde Media Pty Ltd, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices and fair trading legislation, violation of rights of privacy, confidential information, licences or royalty rights and any and all other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.

## Contacts

### Publishers

Apple & Pear Australia Ltd  
 39 O'Connell Street  
 North Melbourne Vic 3051  
 P: (03) 9329 3511  
 F: (03) 9329 3522  
 E: [office@apal.org.au](mailto:office@apal.org.au)  
 W: [www.apal.org.au](http://www.apal.org.au)

### Executive Editor

Stuart Gray  
 Communications Manager,  
 APAL  
 P: (03) 9329 3511  
 F: (03) 9329 3522  
 M: 0407 816 413  
 E: [cm@apal.org.au](mailto:cm@apal.org.au)

### Advertising

Sole advertising representatives  
 Hyde Media Pty Ltd  
 Suite 1, 11 Unsworth Road  
 Ringwood North Vic 3141  
 P: (03) 9870 4161  
 F: (03) 9870 4163

Max Hyde  
 M: 0408 558 938  
 E: [max@hydemediacom.au](mailto:max@hydemediacom.au)

### Editor

John Fitzsimmons  
 Konzept VZ  
 M: 0418 552 541  
 E: [editor@apal.org.au](mailto:editor@apal.org.au)

### Technical Editor

Gordon Brown  
 M: 0407 396 411  
 E: [gordon@scientifichorticulture.com.au](mailto:gordon@scientifichorticulture.com.au)

