



# vegetables australia advertising rate card 2012

## vegetable growers' own magazine

*Vegetables Australia* is a national industry-based magazine for the Australian vegetable industry. The 52-page, bi-monthly, full-colour magazine is produced specifically for growers. No hit and miss, no risk. This magazine will reach vegetable growers around the country. Produced by peak industry body AUSVEG, a typical *Vegetables Australia* will include grower stories, research and development case studies, market analysis and trends, and other relevant information specific to vegetable growing.

## distribution

- *Vegetables Australia* is distributed nationally to approximately 6,200 growers and industry members.
- Directly mailed to National Vegetable Levy payers, associated industry bodies such as consultants, state agriculture departments, agronomists, research institutes, private advisers, decision-makers and media.

## booking and material deadlines

Issue	Booking deadline	Material deadline	Publication date
Vol 6.4 – Jan/Feb 2012	9 December 2011	16 December 2011	20 January 2012
Vol 6.5 – Mar/Apr 2012	15 February 2012	21 February 2012	15 March 2012
Vol 6.6 – May/June 2012	14 April 2012	26 April 2012	15 May 2012
Vol 7.1 – Jul/Aug 2012	15 June 2012	25 June 2012	16 July 2012
Vol 7.2 – Sep/Oct 2012	13 August 2012	27 August 2012	14 September 2012
Vol 7.3 – Nov/Dec 2012	15 October 2012	26 October 2012	15 November 2012

## advertising rates

Advert	Casual (\$)	3 x rate (\$)	6 x rate (\$)
Full page	2,412	2,142	2,040
1/2 page	1,448	1,321	1,252
1/3 page	965	882	834
1/4 page	795	727	689

## preferred positions

Inside front cover 30%  
Inside back cover 20%

Outside back cover 30%  
Other specified 10%

**Inserts available. Details supplied on request. Please note GST not included in above rates. Agency commission: 10%.**



Horticulture Australia



Suite 1, 431 Burke Road Glen Iris VIC 3146 PO Box 2042, Camberwell West VIC 3124  
T: 03 9822 0388 F: 03 9822 0688 W: www.ausveg.com.au



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## mechanical specifications

Advert	Trim size (mm) depth x width	Bleed size size (mm) depth x width	Type area (mm) depth x width
Full page	297d x 210w	303d x 216w	287d x 200w
1/2 page horizontal*	147d x 210w	150d x 216w	137d x 200w
1/2 page vertical	297d x 102w	303d x 108w	287d x 92w
1/3 page horizontal*	97d x 210w	100d x 216w	87d x 200w
1/4 page horizontal*	70d x 210w	73d x 216w	60d x 200w

The above rates are for space only and do not include any alterations to supplied advertisements. They assume print-ready artwork is supplied to the specifications listed below. Please note: type area is constrained to the margins of the magazine content layout. \*Bleed depth of 3mm to be applied to the bottom of the artwork only.

## file specifications

- Ads can now be sent via Quickcut.
- PDF files will be accepted but they must be in CMYK – general resolution to be saved at 2400dpi and scans at not less than 300dpi. InDesign CS, QuarkXpress 5, Illustrator CS and Photoshop CS files imported into InDesign/Quark will also be accepted.
- **Microsoft Publisher, Word, Pagemaker, Excel, Powerpoint files will NOT be accepted. Film and bromide are NOT accepted.**
- All (screen and print) fonts must be collected or embedded. All images to be supplied as 300dpi CMYK, TIFF or EPS files.
- Make sure all colours are CMYK and not RGB. Spot colours must separate in CMYK. Metallic colours are unacceptable.
- Minimum type size: 6 point. For full-colour reverse type – minimum type size: 7 point.
- Ads under 5 megabytes in size may be emailed to max@hydemedias.com.au. To ensure correct reproduction, please fax a proof of ad to 03 9870 4163.
- Artwork over 5 megabytes to be supplied on CD or 100mb Zip disk in Mac/PC format. Please include a colour proof at 100% size to ensure correct reproduction.

Send all Artwork to the Advertising Representative – Max Hyde (address details below).

## advertising representative

Max Hyde, Hyde Media Pty Ltd  
Suite 1/11 Unsworth Road Ringwood North VIC 3134  
**Phone:** 03 9870 4161 **Mobile:** 0408 558 938 **Fax:** 03 9870 4163 **Email:** max@hydemedias.com.au

## editorial

Lisa Higginson  
Vegetables Australia  
**Phone:** 03 9822 0388 **Fax:** 03 9822 0688 **Email:** lisa.higginson@ausveg.com.au



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