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MEDIA KIT

ABOUT GROWCOM

Growcom is the peak representative body for the fruit, vegetable and nut growing industry in Queensland.

We are the champion of our members' needs and a hub of the Queensland growing community. We are the only organisation in Australia to deliver services across the entire horticulture industry to businesses and organisations of all commodities, sizes and regions, and to associated industries in the value chain.

Our core membership consists of Queensland fruit and vegetable growers of all commodities and individuals or groups with a vested interest in the future of Queensland's horticultural industry.



ADVERTISING ENQUIRIES:

Steve Luxford
Pulse – Media Sales
E: steve.luxford@pulsehub.com.au
M: 0429 699 553
www.pulsehub.com.au

ALL OTHER MARKETING ENQUIRIES:

Natalie Brady
Senior Communications Officer
p: 07 3620 3844
e: nbrady@growcom.com.au

Primary Producers House
Level 3, 183 North Quay
Brisbane QLD 4000

PO Box 202
Fortitude Valley QLD 4006
growcom.com.au

WE ARE THE
CHAMPION
OF OUR
MEMBERS' NEEDS



MEDIA OPTIONS

Growcom produces a number of high quality industry publications for members and subscribers and offers display advertising in these publications.

Growcom's marketing and communication services span print, digital and social platforms and include a magazine, newsletters, display advertisements, websites, columns, press releases, social media and media campaigns in conjunction with advocacy services.



PRINT

Fruit & Vegetable News - a monthly magazine read by commercial fruit, vegetable and nut growers



DIGITAL

Horticulture Now - a fortnightly e-newsletter that alternates each fortnight between a news edition and events edition

Newsroom - hosted on Growcom's website and includes weekly columns, media releases and industry news

Events calendar - hosted on Growcom's website and includes Growcom hosted events, non-Growcom hosted events, free seminars, demonstrations, tours and conventions



SOCIAL MEDIA



@growcom

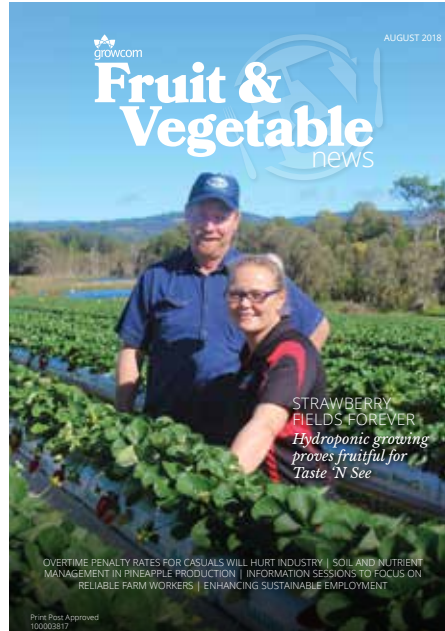
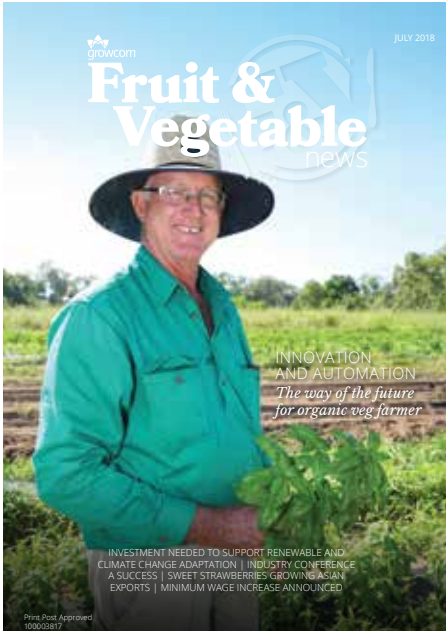


@growcom



@growcomaustralia

MONTHLY MAGAZINE



FRUIT & VEGETABLE NEWS

Growcom's Fruit & Vegetable News is a monthly magazine, read by commercial fruit and vegetable growers and those with a vested interest in the industry. It is available both in a printed and a digital edition for your convenience.

The magazine contains the latest industry news, information, technical data, current research, upcoming events and important issues. It's an easy way to keep up-to-date with developments in the horticulture industry.

The magazine has been in publication since 1950 and has changed its look several times over the course of its print run. In 2017, Growcom revamped its design with a fresh layout and new paper stock to bolster the quality of the printed product for growers, sponsors and advertisers.

Each month, the magazine includes a grower profile on one of Growcom's members, featured on the cover page and as a double-page spread.

Growcom's Fruit and Vegetable News magazine continues to be at the forefront of news delivery. It contains content found in no other publication including the latest in industry news, current research and important issues.

TARGET MARKET: Horticultural growers and those with a vested interest in Queensland's horticultural industry.

MAGAZINE CIRCULATION AND FREQUENCY: 800+ copies are printed monthly with a combined December/January edition.

DISTRIBUTION: Delivered to businesses throughout Queensland via Australia Post in a sealed clear bag and personally addressed.

MONTHLY MAGAZINE

PUBLISHING DATES AND DEADLINES 2019

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION DATE
February 2019	10 January 2019	14 January 2019	31 January 2019
March 2019	7 February 2019	11 February 2019	28 February 2019
April 2019	7 March 2019	11 March 2019	28 March 2019
May 2019	4 April 2019	8 April 2019	25 April 2019
June 2019	9 May 2019	13 May 2019	30 May 2019
July 2019	13 June 2019	17 June 2019	4 July 2019
August 2019	11 July 2019	15 July 2019	1 August 2019
September 2019	15 August 2019	19 August 2019	5 September 2019
October 2019	12 September 2019	16 September 2019	3 October 2019
November 2019	10 October 2019	14 October 2019	31 October 2019
December 2019 /January 2020	14 November 2019	18 November 2019	5 December 2019
February 2020 (TBC)	9 January 2020	13 January 2020	30 January 2020

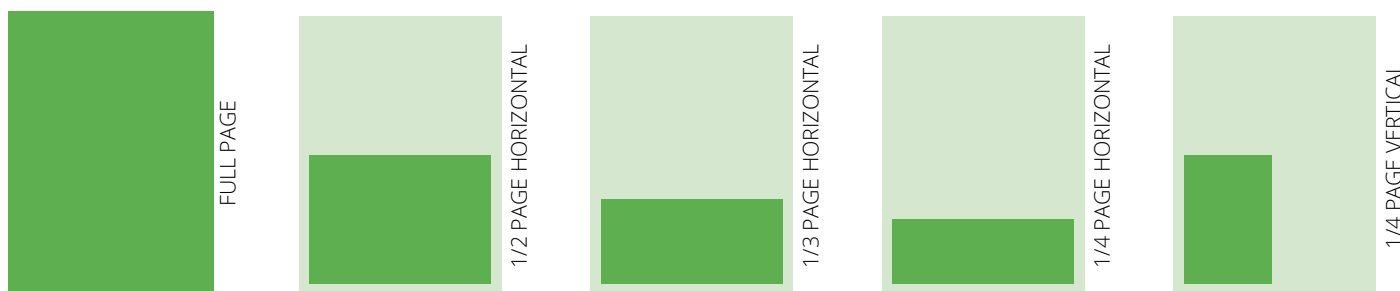
ADVERTISING RATES

ADVERT SIZE	CASUAL PLACEMENT		X 3 PLACEMENTS		X 6 PLACEMENTS		X 11 PLACEMENTS	
	EXCL GST	INCL GST	EXCL GST	INCL GST	EXCL GST	INCL GST	EXCL GST	INCL GST
FULL PAGE	\$1855	\$2040.50	\$1650	\$1815	\$1445	\$1589.50	\$1320	\$1452
1/2 PAGE	\$1115	\$1226.50	\$990	\$1089	\$865	\$951.50	\$785	\$863.50
1/3 PAGE	\$745	\$819.50	\$660	\$726	\$580	\$638	\$525	\$577.50
1/4 PAGE	\$560	\$616	\$495	\$544.50	\$435	\$478.50	\$395	\$434.50

MONTHLY MAGAZINE

SPECIFICATIONS

SIZE	TRIM SIZE	TYPE AREA	BLEED SIZE
FULL PAGE	w 210mm x h 297mm	w 200mm x h 287mm	w 216mm x h 303mm
1/2 PAGE HORIZONTAL	w 193mm x h 135mm	w 183mm x h 125mm	n/a
1/3 PAGE HORIZONTAL	w 193mm x h 90mm	w 183mm x h 80mm	n/a
1/4 PAGE HORIZONTAL	w 193mm x h 68mm	w 183mm x h 58mm	n/a
1/4 PAGE VERTICAL	w 93mm x h 135mm	w 83mm x h 125mm	n/a



Please provide PDF files in CMYK with 3mm bleed and trim marks, resolution to be saved at 2400dpi and scans at no less than 300dpi.

Zip files, Microsoft Publisher, Word, Pagemaker, Excel and Powerpoint files will NOT be accepted. Film and bromide are NOT accepted.

All fonts (screen and print) must be packaged, embedded or outlined. All images to be supplied as 300dpi CMYK, TIFF or JPEG files. Make sure all colours are CMYK and not RGB. Spot colours must be converted to CMYK. Metallic colours are not accepted.

Minimum type size: 5 point. For full-colour reverse type – minimum type size: 6 point.

Preferred lodgement is via email to communications@growcom.com.au or for files over 10MB please use wetransfer.com

Contact Growcom if you have any questions about advert specifications.

NOTE: Advertising agency commission 20 per cent.

The above rates are for space only and do not include any alterations to supplied advertisements.

A 10 per cent surcharge will apply to all bookings that are cancelled on or after the specified deadline date for advertising material.

MONTHLY MAGAZINE

INSERTS & ONSETS

Inserts and onsets are available for inclusion within both publications. For booking and material deadlines, please refer to relevant magazine deadlines.

Limited numbers of inserts/onsets will be accepted per edition of each magazine. After the first insert/onset has been confirmed, any subsequent inserts/onsets will be allocated to a weight bracket that accounts for all confirmed inserts/onsets and charged accordingly.

Prices subject to change according to variations in charges imposed by Australia Post. To confirm price, advertisers MUST provide weight of insert/onset at time of booking.

Inserts must not be any larger than 210 x 297 mm (A4), folded or flat.

WEIGHT BRACKET	COST (PER EDITION)	
	EXCL GST	INCL GST
0 - 10 GRAMS	\$1855	\$2040.50
11+ GRAMS	price on request	

MAGAZINE FLYSHEET

The magazine flysheet is distributed with each magazine. Opportunities to advertise on this flysheet ensure high impact on receipt of the publication.

Flysheet advertisements are in black and white only.

SIZE (MM / W X H)	COST	
	EXCL GST	INCL GST
80 x 104	\$1545	\$1699.50

If not delivered please return to Growcom
PO Box 202, Fortitude Valley QLD 4006



<<ACCOUNT_NAME>>
 <<FULL_NAME>>
 <<ADDRESS>>
 <<CITY>> <<STATE>> <<POSTAL_CODE>>
 <<COUNTRY>>

PRINT POST 100003817

Postage Paid Australia

Not your address? Please notify Growcom if your details have changed.

Circle: Dr Mr Mrs Ms

Name:

Last Name:

Company Name:

Postal Address:

Suburb:

State:

Postcode:

Phone:

Fax:

Mobile:

Email:

 Phone: 3620 3844
 Fax: 3620 3850
 Email: growcom@growcom.com.au

Fruit & Vegetable News is the official journal of Queensland Fruit & Vegetable Growers Ltd, trading as Growcom Australia - representing the State's horticulture industry.

DESIGN

Growcom employs graphic designers and copywriters who can produce advertisements for potential advertisers.

Simple word placement ads incur a flat rate of \$200 (incl gst). For more complex advertisements an hourly rate may apply on top of this flat rate. If you require your existing advertisement to be modified this may also incur a charge.

Please contact Growcom's Communications Team to discuss your advertising requirements:

p: 07 3620 3844

e: communications@growcom.com.au

HORTICULTURE NOW

Growcom produces a fortnightly email newsletter, *Horticulture Now* which is distributed to over 1800 growers, industry members and select media on Tuesdays. The newsletter is produced throughout the year from late January to early December.

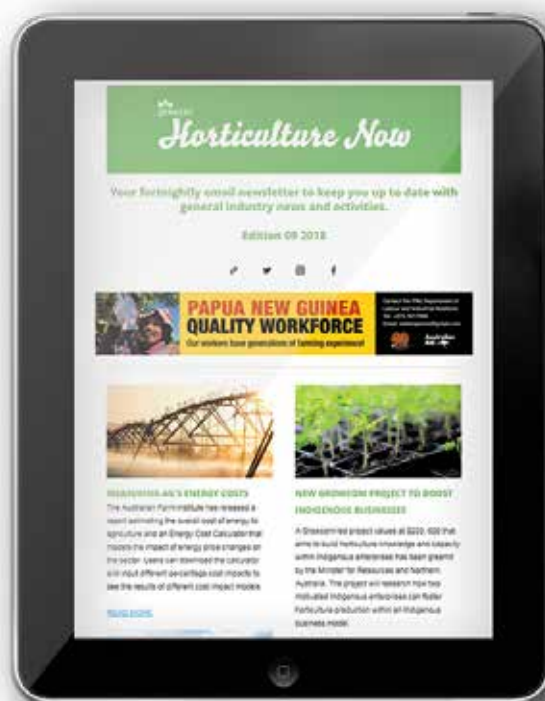
Horticulture Now is designed to keep readers informed about general industry news and activities in between magazine editions and also highlights Growcom's involvement within the horticulture industry.

NEWSLETTER ADVERTISING

Artwork must be provided as a web-ready JPG or PNG.

SIZE (PX / W X H)	CASUAL		X 2 PLACEMENTS	
	EXCL GST	INCL GST	EXCL GST	INCL GST
600 x 100	\$310	\$341	\$415	\$456.50

MATERIAL DEADLINE	DISTRIBUTION DATE
18 January 2019	22 January 2019
1 February 2019	5 February 2019
15 February 2019	19 February 2019
1 March 2019	5 March 2019
15 March 2019	19 March 2019
29 March 2019	2 April 2019
12 April 2019	16 April 2019
26 April 2019	30 April 2019
10 May 2019	14 May 2019
24 May 2019	28 May 2019
7 June 2019	11 June 2019
21 June 2019	25 June 2019
5 July 2019	9 July 2019
19 July 2019	23 July 2019
2 August 2019	6 August 2019
16 August 2019	20 August 2019
30 August 2019	3 September 2019
13 September 2019	17 September 2019
27 September 2019	1 October 2019
11 October 2019	15 October 2019
25 October 2019	29 October 2019
8 November 2019	12 November 2019
22 November 2019	26 November 2019
6 November 2019	10 December 2019



NEWS ROOM & EVENTS CALENDAR

NEWS ROOM

In 2017, Growcom launched its newsroom section online to include weekly columns, media releases and editions of the Hort Now e-newsletter.

The newsroom contains horticulture specific industry news.

Growcom can offer advertising on the newsroom in monthly time slots.

EVENTS CALENDAR

The Horticulture Events calendar is designed to keep growers informed about events that are specifically related to the horticulture industry. Events listed include Growcom hosted events, free seminars, demonstrations, tours and upcoming conventions.

For a non-Growcom hosted events, a direct link is provided to the external event registration page allowing the user to access further information or register directly with the event host.

An update of new events is provided in Horticulture Now with a link to the site. Advertising on this calendar offers the chance to achieve greater exposure of an event you are holding or sponsoring for the industry.

Artwork must be provided as a web-ready JPG, PNG or GIF.

MATERIAL DEADLINE	MONTH OF PLACEMENT
22 January 2019	February 2019
19 February 2019	March 2019
19 March 2019	April 2019
23 April 2019	May 2019
21 May 2019	June 2019
18 June 2019	July 2019
23 July 2019	August 2019
20 August 2019	September 2019
17 September 2019	October 2019
22 October 2019	November 2019
19 November 2019	December 2019
3 December 2019	January 2020



ADVERTISING RATES

ADVERT SIZE (PX / W X H)	MONTHLY CASUAL		X3 PLACEMENTS		X6 PLACEMENTS		X12 PLACEMENTS	
	EXCL GST	INCL GST	EXCL GST	INCL GST	EXCL GST	INCL GST	EXCL GST	INCL GST
250 x 250	\$210	\$231	\$180	\$198	\$160	\$176	\$150	\$165
250 x 420	\$415	\$456.50	\$360	\$396	\$320	\$352	\$295	\$324.50



GROWCOM MEDIA PACKAGE

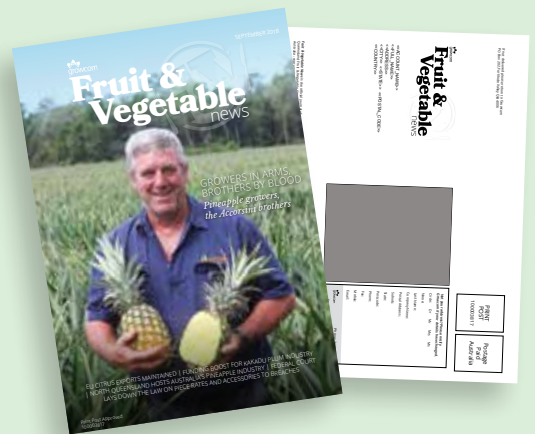
TO SAVE ON ADVERTISEMENT COSTS,
CONTACT US ABOUT TAILORED
MEDIA PACKAGES.

CAN INCLUDE BUT NOT LIMITED TO

Flysheet on Fruit & Vegetable News

Full page colour advertisement in the same issue

Editorial piece in the same issue



Box advertisement on Newsroom for
the same month



WORK WITH US

Growcom has unique expertise in fresh produce advertising, public relations and marketing, and health promotional campaigns. We employ a team of corporate communications professionals to offer individual businesses and industries creative communications and marketing services. Our advice and expertise can make the difference to your success.

Our expertise includes:

- all your graphic design needs e.g. logo development
- business cards, stationery and packaging design
- copywriting and editorial
- media advice and planning
- public relations and marketing programs
- printed and electronic publications, including:
 - » annual reports
 - » website design and development
 - » social media advice
- comprehensive horticulture audience reach, media contacts and networking opportunities

If you are looking to expand the readership and engagement of your business, Growcom can assist with the services listed above to create clear content for ongoing campaigns or on a one-off basis.



GRAPHIC DESIGN



COPYWRITING &
EDITORIAL



PRINTED &
ELECTRONIC
PUBLICATIONS



WEBSITE DESIGN
& DEVELOPMENT



MEDIA ADVICE &
PLANNING



PUBLIC
RELATIONS &
MARKETING
PROGRAMS



SOCIAL MEDIA
ADVICE



PHOTOGRAPHY

GROWCOM COMMUNICATIONS

Primary Producers House
Level 3, 183 North Quay
Brisbane, Qld 4000

P: 07 3620 3844

F: 07 3620 3880

E: communications@growcom.com.au

www.growcom.com.au



DISCLAIMER:

Growcom reserves the right to refuse any request for advertising. Growcom reserves the right to refuse artwork submitted by advertisers or their agents and require said artwork to be redesigned or alternative artwork provided, at the advertisers' or agents' expense. All rates are effective till 31 December 2019 and are subject to change.

Note: All advertising rates are listed in AUD