



growcom

JAN 2020 - JUN 2021

MEDIA KIT





ABOUT GROWCOM

Growcom serves and represents Queensland's fruit, vegetable and nut growers. We strive for the long term growth and success of horticultural farms and the industry as a whole.

Growcom's members include fruit, vegetable and nut producers along with individuals, organisations and companies who have a stake or interest in the future of Queensland horticulture.

Growcom is the only organisation in Australia to deliver services across the entire horticulture industry – to businesses and organisations of all commodities, sizes and regions, and across the value chain. While we are Queensland-based, we deliver national-scale projects and policy initiatives.

Growcom's core purpose is to advocate on behalf of our industry members. We are proud to support our growers and their families and to take our industry's needs to all levels of Government and key players in the supply chain. We also deliver a range of programs, services and opportunities that help businesses and industries achieve greater success.

If you are looking for a partner or service provider in horticulture the Growcom team has the industry knowledge and networks to help.

ADVERTISING ENQUIRIES

STEVE LUXFORD
Pulse Hub Pty Ltd

steve.luxford@pulsehub.com.au
0429 699 553
www.pulsehub.com.au

MARKETING ENQUIRIES

NATALIE BRADY
Growcom Communications Manager

nbrady@growcom.com.au
07 3620 3844
www.growcom.com.au

GENERAL INFORMATION

All advertising rates listed in this document are in Australian dollars (AUD) and **do not** include GST.

Growcom reserves the right to refuse any requests for advertising. Growcom reserves the right to refuse any artwork submitted by advertisers or their agents, and require said artwork to be redesigned or alternative artwork provided, at the advertiser or agents expense.

All rates are effective until 30 June 2020 and are subject to change.

Rates listed are for space only and do not include any alterations to supplied advertisements. If design assistance is required a fee of \$100 per hour will apply.

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

Pulse Hub commission: 20%

FRUIT & VEGETABLE NEWS

Growcom's flagship print publication, Fruit & Vegetable News has been read by the organisation's members and those with a vested interest in the horticulture industry since the 1950s.

The magazine continues to be at the forefront of news delivery. It contains information found in no other publication including the latest industry news, technical data, current research, and upcoming events. It is an easy way to keep up-to-date with developments in the industry.

Since its inception, the Fruit & Vegetable News magazine has undergone several transformations to ensure a high-quality product for subscribers, sponsors and advertisers. From January 2020 the magazine will once again undergo a transformation moving to a 40-page, bi-monthly periodical.

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

CIRCULATION AND FREQUENCY: 800 copies, bi-monthly.

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



PUBLISHING DATES AND DEADLINES

EDITION	CONTENT & BOOKING DEADLINE	ARTWORK DEADLINE	DELIVERY COMMENCES
March / April 2020	20 February 2020	24 February 2020	12 March 2020
May / June 2020	23 April 2020	27 April 2020	14 May 2020
July / August 2020	18 June 2020	22 June 2020	9 July 2020
September / October 2020	20 August 2020	24 August 2020	10 September 2020
November / December 2020	22 October 2020	26 October 2020	12 November 2020
January / February 2021	3 December 2020	7 December 2020	7 January 2021
March / April 2021	18 February 2021	22 February 2021	11 March 2021
May / June 2021	22 April 2021	26 April 2021	13 May 2021

ADVERTISING RATES

ADVERT SIZE	CASUAL PLACEMENT	X 3 PLACEMENTS	X 6 PLACEMENT
FULL PAGE	\$2000	\$1750	\$1500
1/2 PAGE	\$1000	\$875	\$750
1/3 PAGE	\$670	\$580	\$500
1/4 PAGE	\$500	\$437.50	\$375

ARTWORK SPECIFICATIONS

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



Please provide PDF files in **CMYK**. Only full page adverts require a **3 mm bleed and trim marks**. Resolution to be saved at 300dpi 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 or a comparable online file transfer site.

Contact Growcom if you have any questions about advert specifications on **07 3620 3844**.

DESIGN ASSISTANCE

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

Simple word placement ads incur a flat rate of \$200. For more complex advertisements an hourly rate of \$100 per hour 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:

07 3620 3844
communications@growcom.com.au

INSERTS & ONSETS

Inserts and onsets are available for inclusion within the Fruit & Vegetable News magazine. For booking and material deadlines, please refer to relevant magazine deadlines.

To maximise the advertising opportunity, Growcom will only accept one insert/onset per edition of the magazine.

The advertiser MUST provide the weight of the insert/onset at time of booking.

As the magazine is mechanically plastic wrapped, inserts/onserts must NOT be any larger than 195 mm x 270 mm, folded or flat, to ensure no interference with the bagging process.

INSERT / ONSET SPECIFICATION

	MAXIMUM TRIM SIZE
INSERT / ONSET	195 mm x 270 mm
INSERT WEIGHT	COST
0 - 10 GRAMS	\$2000
11+ GRAMS	\$2400

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.

TRIM SIZE (w x h)	COST
150 mm x 145 mm	\$1000



HORTICULTURE NOW

Horticulture Now is a fortnightly email newsletter distributed to over 2200 growers, industry supply chain members and media on Tuesdays. The e-newsletter alternates between a news and events edition, and is designed to keep readers informed about general industry news and Growcom's involvement within the horticulture industry. Horticulture Now provides an opportunity for targeted advertising to individuals and companies within the horticulture sector.



SUBSCRIBERS
2200+



OPEN RATE
30.9%



CLICK RATE
7.9%

Industry average (Agriculture and Food Services)
Open Rate: 20.0% | Click Rate: 2.99%

NEWSLETTER ADVERTISING

Artwork is due by close of business Friday the week prior to the publication date. Please provide any link required for the advert.

Adverts must be provided in RGB JPEG or PNG format at 150dpi.

ADVERT	SIZE (px w x h)	COST
Premium Banner	600 x 200	\$300
Standard Banner	600 x 100	\$200

DISTRIBUTION DATE

EDITION

14 January 2020	Events
28 January 2020	News
11 February 2020	Events
25 February 2020	News
10 March 2020	Events
24 March 2020	News
7 April 2020	Events
21 April 2020	News
5 May 2020	Events
19 May 2020	News
2 June 2020	Events
16 June 2020	News
30 June 2020	Events
14 July 2020	News
28 July 2020	Events
11 August 2020	News
25 August 2020	Events
8 September 2020	News
22 September 2020	Events
6 October 2020	News
20 October 2020	Events
3 November 2020	News
17 November 2020	Events
1 December 2020	News
15 December 2020	Events
19 January 2021	Events
2 February 2021	News
16 February 2021	Events
2 March 2021	News
16 March 2021	Events
30 March 2021	News
13 April 2021	Events
27 April 2021	News
11 May 2021	Events
25 May 2021	News
8 June 2021	Events
22 June 2021	News



WORKPLACE ESSENTIALS

As an exclusive benefit of Growcom membership, the Workplace Essentials Newsletter is a bi-monthly e-newsletter issued by the Growcom Workplace Relations Team that focuses on the latest news and developments in industrial relations, human resources and work health & safety relevant to the horticulture industry.

The Workplace Essentials e-newsletter is read by company owners and personnel from within the human resources area of horticultural businesses.



SUBSCRIBERS
400+



OPEN RATE
38.2%



CLICK RATE
9.6%

Industry average (Agriculture and Food Services)
Open Rate: 20.0% | Click Rate: 2.99%

NEWSLETTER ADVERTISING

Artwork is due by close of business Friday the week prior to the publication date. Please provide any link required for the advert.

Adverts must be provided in RGB JPEG or PNG format at 150dpi.

ADVERT	SIZE (px w x h)	COST
Standard Banner	600 x 100	\$200

DISTRIBUTION DATE

- 14 February 2020
- 10 April 2020
- 12 June 2020
- 14 August 2020
- 9 October 2020
- 11 December 2020
-
- 12 February 2021
- 9 April 2021
- 11 June 2021



INFOPEST E-NEWSLETTER

Infopest is the premier online ag-vet chemical database in Australia and features all chemicals registered and approved by the Australian Pesticides and Veterinary Medicines Authority (APVMA). Infopest is a one-stop shop for accurate, up-to-date information for the effective control of weeds, pests and diseases in a wide range of crops and livestock.

The Infopest Newsletter is distributed to over 4200 subscribers of the service quarterly. The e-newsletter contains bespoke information relating to chemical access, biosecurity and pest management.



SUBSCRIBERS
4200+



OPEN RATE
26.3%



CLICK RATE
4.7%

Industry average (Agriculture and Food Services)
Open Rate: 20.0% | Click Rate: 2.99%

NEWSLETTER ADVERTISING

Artwork is due by close of business Friday the week prior to the publication date. Please provide any link required for the advert.

Adverts must be provided in RGB JPEG or PNG format at 150dpi.

ADVERT	SIZE (px w x h)	COST
Premium Banner	600 x 200	\$300
Standard Banner	600 x 100	\$200

DISTRIBUTION DATE

26 February 2020

27 May 2020

26 August 2020

25 November 2020

24 February 2021

26 May 2021



#SPONSORED EDM

Electronic Direct Mail (EDM) creates an important link between growers, researchers, agi-businesses and other industry stakeholders. Marketing to our two databases provides an opportunity for targeted advertising to individuals and companies in horticulture.

This opportunity is only available once per month for \$1000 per #sponsored EDM.

PROCESS

1. Develop your #sponsored EDM

Our preference is for the advertiser to produce their own EDM via MailChimp and share the template. If the advertiser does not have capacity to do this, Growcom can work with the advertiser to develop a campaign.

2. Share your #sponsored EDM with Growcom

See the MailChimp tutorial on how to share a template here: <https://mailchimp.com/help/share-a-template/>

3. Growcom will schedule the #sponsored EDM at an optimal time, during an 'off week' for the Horticulture Now e-newsletter.

CONDITIONS

The subject of each #sponsored EDM will be prefaced with:

SPONSORED CONTENT |

The following disclaimer will be displayed at the bottom of each #sponsored EDM.

DISCLAIMER: This is a fee for service provided by Growcom. Opinions expressed by contributors are their own and not necessarily the views of Growcom. Material is subject to copyright and may not be reproduced in any form without permission. This service is provided by Growcom to advise industry of commercial opportunities, events, technologies and practices. The content is supplied by contributors so Growcom accepts no responsibility for omissions, typographical or printing errors, inaccuracies or changes that may take place after distribution. Growcom requires contributors to provide material complying with Australian laws relating to misleading or deceptive conduct and other unfair practices, discrimination, defamation, human rights and any other laws under which liability may be incurred by publication. Growcom accepts no responsibility for any breaches of these laws.

HORTICULTURE NOW DATABASE

ADVERTISING TOPICS: General horticultural products & services



SUBSCRIBERS
2200+



OPEN RATE
30.9%



CLICK RATE
7.9%

Industry average (Agriculture and Food Services)
Open Rate: 20.0% | Click Rate: 2.99%

INFOPEST DATABASE

ADVERTISING TOPICS: Chemicals, biosecurity or pest management



SUBSCRIBERS
4200+



OPEN RATE
26.3%



CLICK RATE
4.7%

Industry average (Agriculture and Food Services)
Open Rate: 20.0% | Click Rate: 2.99%

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 event, 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.

ADVERTISING RATES

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

Please provide any link required for the advert.

ADVERT	SIZE (px w x h)	COST
Premium Banner	1000 x 150	\$500
Large Box	250 x 420	\$300
Small Box	250 x 250	\$200



YEARLY PAGE VIEWS
14,000+



AVERAGE TIME SPENT ON PAGE
03:26



OVERALL PAGE RANK
#2

MATERIAL DEADLINE	MONTH OF PLACEMENT
13 December 2019	January 2020
24 January 2020	February 2020
21 February 2020	March 2020
20 March 2020	April 2020
24 April 2020	May 2020
22 May 2020	June 2020
19 June 2020	July 2020
24 July 2020	August 2020
21 August 2020	September 2020
18 September 2020	October 2020
23 October 2020	November 2020
20 November 2020	December 2020
11 December 2020	January 2021
22 January 2021	February 2021
19 February 2021	March 2021
19 March 2021	April 2021
23 April 2021	May 2021
21 May 2021	June 2021

MEDIA PACKAGES

To help you save on advertising costs Growcom has developed the following media packages. Packages can be split over multiple months however, placement dates must be stipulated at time of booking.

Not what you're looking for? Give us a call today to discuss an alternative media package.

PACKAGE 1 - \$2600

x1 Full Page advert in *Fruit & Vegetable News* magazine

x1 300 word advertorial in *Fruit & Vegetable News* magazine

x1 Premium Banner on the *Events Calendar* webpage

x2 Premium Banners in *Horticulture Now* OR *Infopest* e-newsletter

PACKAGE 2 - \$1200

x1 Half Page advert in *Fruit & Vegetable News* magazine

x1 Small Box advert on the *Events Calendar* webpage

x1 Standard Banner in *Horticulture Now* OR *Workplace Essentials* OR *Infopest* e-newsletter

PACKAGE 3 - \$560

x1 Quarter Page advert in *Fruit & Vegetable News* magazine

x1 Standard Banner in *Horticulture Now* OR *Workplace Essentials* OR *Infopest* e-newsletter

DIGITAL PACKAGE - \$1200

x1 #sponsored EDM

x1 Large Box advert on the *Events Calendar* webpage

x1 Standard Banner in *Horticulture Now* OR *Workplace Essentials* OR *Infopest* e-newsletter



GROWCOM COMMUNICATIONS

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