



# 2018 advertising



- 4 EDITIONS
- 1,800 COPIES
- ~5,000 READERS
- TARGETED DISTRIBUTION



## Australian Citrus News (ACN)

**Australian Citrus News (ACN) is the voice of Australia's peak grower body, Citrus Australia Limited, and its official magazine.**

ACN provides focused, up-to-date information on trends, and market developments affecting Australia's citrus industry both nationally and on an export front. Editorial content is delivered in an easy-to-read style and includes technical information, market trends export and domestic, production developments, key industry issues, research and development, profiles and on-farm reports.

ACN is a quarterly publication with a total readership estimated at 5,000 per issue. Select articles are also published online.

With 1,800 copies distributed nationally four times a year, ACN is direct mailed to all commercial citrus growers. It is also distributed across the industry to: consultants, state agriculture departments, private consultants, agronomists, research institutes, economists and media, where it is considered a vital resource reference on the citrus industry.

### ACN deadlines and distribution dates\*

| Edition       | Booking deadline | Material deadline | Release date* |
|---------------|------------------|-------------------|---------------|
| <b>Autumn</b> | February 15      | February 28       | April 20      |
| <b>Winter</b> | May 1            | May 10            | June 11       |
| <b>Spring</b> | August 1         | August 10         | September 11  |
| <b>Summer</b> | November 1       | November 10       | December 11   |

\* Release dates are indicative only, and are subject to change without notice should late-breaking editorial or other content issues arise.

- 24 EDITIONS
- 700 COPIES
- TARGETED DISTRIBUTION



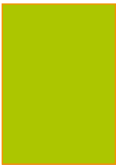


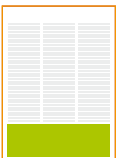
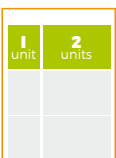
## Citrus eNews

**Citrus eNews is distributed fortnightly via email to a select subscriber base of nearly 700 growers and others within the industry.**

It contains news and events updates as well as seasonal stories that can be delivered in a timely fashion. *Citrus eNews* also reflects the content in the magazine.



# 2018 advertising rates and format

|                                | Advert size   | Dimensions  | Casual (\$) | 3 issues (\$)                   | 4+ issues (\$) |
|--------------------------------|---|---|-------------|---------------------------------|----------------|
| <b>Australian Citrus News</b>  |    | <b>Full page</b><br>Trim: 210mm (w) x 297mm (h)<br>Full Bleed Area: 216mm (w) x 303mm (h)           | 1,700       | 1,650                           | 1,610          |
|                                |    | <b>Half page</b><br>Horizontal: Trim: 190mm (w) x 120mm (h)   | 1,100       | 1,000                           | 980            |
|                                |    | <b>Third page</b><br>Horizontal: Trim: 190mm (w) x 80mm (h)<br>Vertical: Trim: 59mm (w) x 248mm (h) | 700         | 680                             | 630            |
|                                |   | <b>Quarter page</b><br>Horizontal: Trim: 190mm (w) x 60mm (h)                                       | 550         | 520                             | 515            |
|                                |  | <b>Trade directory classifieds</b><br>1 unit: 59mm (w) x 80mm (h)<br>2 units: 125mm (w) x 80mm (h)  | 150<br>270  | 140<br>250                      | 130<br>240     |
|                                |   | <b>Inserts and advertorial</b><br>Details supplied on request                                       |             |                                 |                |
| <b>Australian Citrus eNews</b> |   | <b>Banner</b><br>Trim: 600 pixels (w) x 150 pixels (h)  | 400         | Please contact Citrus Australia |                |
| <b>Website</b>                 |   | Please contact Citrus Australia to discuss options.   |             |                                 |                |

Please note above rates do **not** include GST.

For all advertising queries/bookings, please contact Susie Mills, Citrus Australia, on (03) 5023 6333, or email [susie.mills@citrusaustralia.com.au](mailto:susie.mills@citrusaustralia.com.au)

## Artwork technical requirements

### Australian Citrus News

All final art must be supplied in full CMYK colour format, as a 'Press Quality' PDF (i.e. 300dpi image resolution at the actual size used in the final artwork) with crop marks where appropriate (essential for full page ads). Fonts must be embedded.

Raw format files produced in other software will not be accepted.

**Final artwork is to be sent by the deadline to: [clare@freshrepublic.com.au](mailto:clare@freshrepublic.com.au)**

### Citrus eNews

Final artwork files for eNews and the website must be supplied as either a jpg or gif file format.

**Final artwork is to be sent by the deadline to: [stephen.cooke@citrusaustralia.com.au](mailto:stephen.cooke@citrusaustralia.com.au)**

### Artwork design

Advertisers requiring artwork to be prepared by ACN will be charged at \$130 per hour (plus GST). All artwork will comprise of an initial draft (prepared from client-supplied material) and one round of client corrections. Client changes required beyond one round will be costed in addition.

Note: The Publisher accepts no responsibility for the correct reproduction of supplied advertising material that fails to meet the requirements stated above.