

# Australian **BANANAS**

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2020 MEDIA KIT



## Connect with Australia’s banana industry

If you want to reach growers and decision makers in Australia’s largest single horticulture industry, **Australian Bananas** magazine should be top of your advertising list.

**Australian Bananas** is the premier publication for the banana industry. As the voice of this dynamic sector, you’ll find a copy in homes and businesses of those involved, right across the nation.

## The magazine

A full-colour, glossy magazine, **Australian Bananas** is produced three times a year by the Australian Banana Growers’ Council. It has a circulation of roughly 1000 print copies per edition and distribution is by direct mail. The magazine is also published and promoted online, via [www.abgc.org.au](http://www.abgc.org.au), the ABGC e-bulletin and social media channels.

Australian Bananas is jam-packed with valuable industry information, news, analysis and features. The content ranges from industry issues, research and projects through to events and, of course, the people involved.

It is the only publication designed and written specifically for those involved in the Australian banana industry. Our audience includes growers, researchers, scientists and those along the banana supply chain.

This publication is read cover-to-cover, kept for future reference and shared among friends – ensuring maximum exposure for your business by the people who need to see it.



## Behind the magazine

The magazine is produced by the Australian Banana Growers’ Council (ABGC).

Editorial direction is led by ABGC Communications Manager Sonia Campbell, a former journalist with decades of experience across a range of major news outlets. Sonia sources the latest material from growers, researchers and scientists across the country. Her aim is to deliver an informative, engaging and eye-catching magazine that is, above all, useful to growers.

**“We want every grower to be reaching for Australian Bananas magazine – whenever they have a cuppa, a question or just a desire to learn more about what’s happening in their industry.”**

*– Sonia Campbell, Editor*

## Bookings and rates

2020 Issues	Ad booking by	Material by	Published
April	March 6	March 13	April
August	July 10	July 17	August
December	November 7	November 14	December
Size	Single-issue rate	3x rate	(Saving on 3)
Full page	\$1795	\$1615	<b>\$540</b>
1/2 page	\$995	\$895	<b>\$300</b>
1/3 page	\$700	\$630	<b>\$210</b>
1/4 page	\$525	\$475	<b>\$150</b>
Inserts	<b>We would love to discuss including your inserts. Price on application.</b>		

Rates exclude GST. Design alterations will incur an additional cost.

## Special rates and advertorials

Additional rates apply for the following ad placements: 30% for inside front cover and outside back cover, 20% for inside back cover, 10% other specified placements.

If you book an advertisement in Australian Bananas magazine, you have the option of supplying an advertorial of **equal size** for the same edition, at no extra cost.

Copy must be approved by the Editor, submitted by the advertising deadline and would be identified with a note or page header as an advertorial.

Please indicate in the 'Special Requests' section of the Booking Form if you wish to take up this offer and if you have a preference for placement (this is at the Editor's discretion).

Additional costs will apply if you wish to have your advertorial written by the Australian Bananas team.

Any other requests or inquiries should be directed to the Editor.

## File specifications

- Supply high resolution, print-quality press PDF (CMYK at 300dpi), fonts embedded. No crop marks please.
- Minimum type size of 8 point except for full-colour reverse type where minimum is 9 point.

We do not accept Microsoft Publisher, Word, Pagemaker, Excel or Powerpoint files. Design by **Australian Bananas** can be arranged, price on application.



## Advertisement Bookings

**Hilary Opray**

Phone: 07 3278 4786

Email: [info@abgc.org.au](mailto:info@abgc.org.au)

## Editorial Inquiries

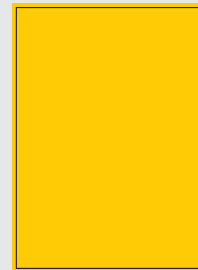
**Sonia Campbell**

Phone: 0428 038 330

Email: [sonia@abgc.org.au](mailto:sonia@abgc.org.au)

## Artwork specifications

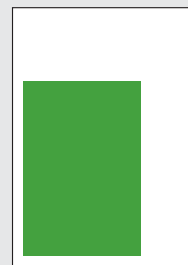
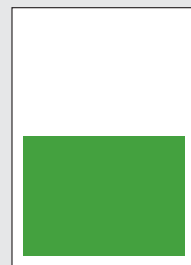
Please note: we offer a range of ad sizes and shapes to maximise value for you.



### Full page (best value)

210mm (w) x 297mm (h)  
3mm bleed

Ask for **Banana Gold**



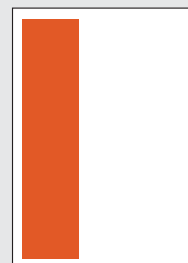
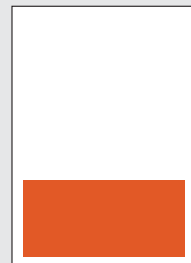
### 1/2 page wide (3 cols)

188mm (w) x 130mm (h)

### 1/2 page tall (2 cols)

124mm (w) x 197mm (h)

Ask for **Banana Green**



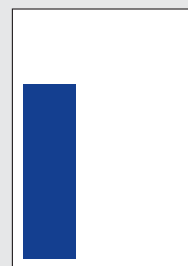
### 1/3 page wide (3 cols)

188mm (w) x 87mm (h)

### 1/3 page tall (1 col)

60mm (w) x 265mm (h)

Ask for **Banana Orange**



### 1/4 page wide (3 cols)

188mm (w) x 65mm (h)

### 1/4 page tall (1 col)

60mm (w) x 204mm (h)

Ask for **Banana Blue**

## Advertisement Bookings

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Phone: 07 3278 4786

Email: [info@abgc.org.au](mailto:info@abgc.org.au)

## Editorial Inquiries

### Sonia Campbell

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