

# Australian BANANAS

## 2021 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 the homes and businesses of those involved, right across the nation.

### ABOUT THE MAGAZINE

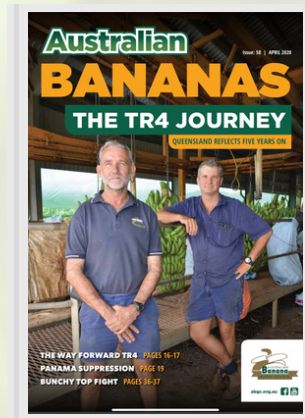
A full-colour, glossy magazine, **Australian Bananas** is produced three times a year by the Australian Banana Growers' Council. It has a circulation of roughly 1000 print copies per edition and is distributed by direct mail. The magazine is also published and promoted online, via our website, the ABGC e-bulletin and social media channels.

**Australian Bananas** is jam-packed with valuable industry information, news, analysis and features. The content ranges from current issues, research and projects, through to events and profiles of 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 magazine is read cover-to-cover, kept for future reference and shared among friends - ensuring strong exposure for your business by the people who need to see it.

### CONTENT THAT MATTERS

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.



#### BOOKINGS

Hilary Opray

07 3278 4786 | [info@abgc.org.au](mailto:info@abgc.org.au)

#### EDITORIAL INQUIRIES

Sonia Campbell

0428 038 330 | [sonia@abgc.org.au](mailto:sonia@abgc.org.au)



[AustBananaGrowers](https://www.facebook.com/AustBananaGrowers)



[www.abgc.org.au](http://www.abgc.org.au)





## RATES AND ADVERTORIALS

Australian Bananas magazine offers discounts to businesses who book for three or more issues at a time.

2021 Issues	Ad booking by	Material by
April	March 5	March 12
August	July 9	July 16
December	November 5	November 12

Size	Single-issue rate	3x rate	(Saving on 3)
Full page	\$1795	\$1615	\$540
½ page	\$995	\$895	\$300
1/3 page	\$700	\$630	\$210
¼ page	\$525	\$475	\$150
Inserts	We would love to discuss including your inserts. Price on application.		

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

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

"We want every grower to be reaching for Australian Bananas magazine - whenever they have a question or just a desire to learn more about what's happening in their industry."

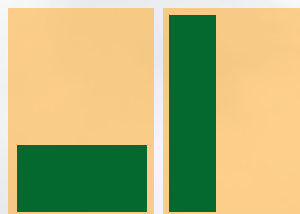
- Sonia Campbell,  
Editor



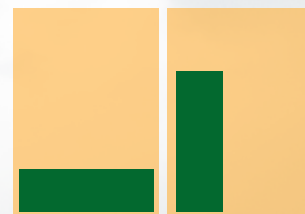
**Full page**  
210mm (w) x 297mm (h)  
3mm bleed



**1/2 page wide (3 cols)**  
210mm (w) x 297mm (h)  
**1/2 page tall (2 cols)**  
124mm (w) x 197mm (h)



**1/3 page wide (3 cols)**  
188mm (w) x 87mm (h)  
**1/3 page tall (1 cols)**  
60mm (w) x 265mm (h)



**1/4 page wide (3 cols)**  
188mm (w) x 65mm (h)  
**1/4 page tall (1 cols)**  
60mm (w) x 204mm (h)

## FILE SPECIFICATIONS

### File specifications

- Supply high resolution, print-quality press PDF (CMKY 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.

## ALL EYES ON BANANAS IN 2021

In May 2021, the industry will convene in Cairns for the 14th biennial Australian Banana Industry Congress. Copies of the magazine will be available at this event and issues before and after are full of program details, social photos and speaker reports. It's the ideal time to start advertising your business!

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