

# Australian Bananas



## 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 industry, 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.

Australian Bananas is jam-packed with valuable industry information, news, analysis and features. 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.

Editorial direction is led by ABGC Communications Manager Sonia Campbell, a former journalist with decades of experience across a range of major news outlets.

## 2023 MEDIA HIGHLIGHTS



### **Australian Banana Industry Congress | 17-19 May 2023 | Cairns**

The industry's premier event is back in 2023. Copies of the April edition of Australian Bananas will be available at the event.

### **A new look website for ABGC**

A new website for the peak industry body will launch in early 2023, showcasing digital magazines in a clear, fresh way.

### **Real stories reflecting a dynamic industry**

The magazine will continue to feature the highs and lows of banana growing, sharing the voices of those on the ground and working tirelessly behind-the-scenes.

## EDITORIAL AND BOOKING INQUIRIES

Sonia Campbell and Amy Spear  
communications@abgc.org.au



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.

2023 Issue	Booking Deadline	Material Deadline	Editorial Deadline
April	March 3	March 10	March 17
August	July 7	July 14	July 17
December	November 3	November 10	November 15

Size	Single-issue rate	3x rate	(Saving on 3)
Full page	\$1795	\$1615	\$540
1/2 page	\$995	\$895	\$300
1/3 page	\$700	\$630	\$210
1/4 page	\$525	\$475	\$150
Inserts	We would love to discuss 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.

## 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.



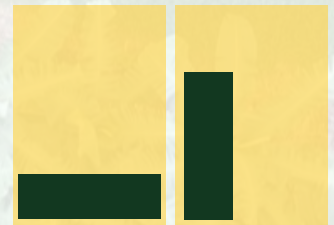
**Full page**  
210mm (w) x 297mm (h)  
3mm bleed



**1/2 page wide (3 cols)**  
186mm (w) x 128mm (h)  
**1/2 page tall (2 cols)**  
128mm (w) x 190mm (h)



**1/3 page wide (3 cols)**  
186mm (w) x 85mm (h)  
**1/3 page tall (1 cols)**  
60mm (w) x 257mm (h)



**1/4 page wide (3 cols)**  
186mm (w) x 65mm (h)  
**1/4 page tall (1 cols)**  
60mm (w) x 190mm (h)



**"We want every grower to be reaching for the 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

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