

# Australian Bananas



## CONNECT WITH AUSTRALIA'S BANANA INDUSTRY

Drive interest in your business through the banana industry's premier publication, **Australian Bananas**.

Delivered in print and published online every four months, the magazine is read by people across the supply chain and covers the latest news, research, innovation and profiles relevant to growers.



Copies printed (approx)



Digital copy available



Experienced editorial team



Banana-focussed readership

## FIVE REASONS TO ADVERTISE

### ✓ A targeted audience

Australian Bananas is created exclusively for the banana industry, with growers at its core. You'll find a copy in homes and businesses of those involved in bananas, right across the country, including wholesalers, scientists, researchers and more.

### ✓ Competitive pricing

Discounts are available for bookings that cover three or more issues of the magazine.

### ✓ Free advertorial

Receive a free advertorial of equivalent size with every booking you make.

### ✓ Cross-platform promotion

Your advertisement is shared in print and digital versions of the magazine, which is promoted via social media and through e-bulletins.

### ✓ Show your support for industry

When advertising in Australian Bananas, you are not only promoting your own business, but also throwing your support behind the future of a dedicated banana industry magazine.

## 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. Our audience includes growers, researchers, scientists and those along the banana supply chain.



## EDITORIAL AND BOOKING INQUIRIES

Amy Spear

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AustBananaGrowers



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





# RATES AND ADVERTORIALS

2024 Issue	Booking Deadline	Material Deadline	Editorial Deadline
April	March 1	March 8	March 15
August	July 5	July 12	July 19
December	November 1	November 8	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.

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

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.

## FREE ADVERTORIAL

If you book an advertisement in Australian Bananas magazine, you are welcome to supply 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 will be identified with a note or page header as an advertorial.\*\*

Please indicate in the Special Requests section of the Booking Form, or via email/phone, if you wish to take up this offer.

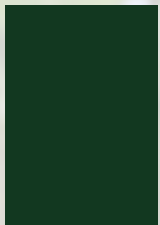
\*Costs will only apply if you wish to have your advertorial written by the Australian Bananas team.

\*\*Placement is at the discretion of the editor but will usually be with the advertisement.

# 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.



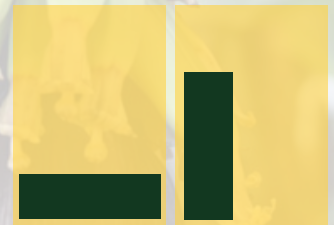
**Full page**  
210mm (w) x 297mm (h)  
3mm bleed



**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 reach for Australian Bananas magazine and find articles that are practical, inspiring and help them feel part of the broader banana industry. This magazine reflects a dynamic industry that's weathered ups and downs to become an Aussie icon.**

**We're proud to share its stories."**

*Australian Bananas Editorial Team*

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