

# Australian Bananas

## MEDIA KIT

## 2025

**We produce a magazine with a single focus:  
Australia's commercial banana industry.**

Keen to engage with this dedicated audience in 2025? Let's talk.

**email** [communications@abgc.org.au](mailto:communications@abgc.org.au)

**call** 0439 005 946

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



Copies printed (approx)



Digital copy widely shared



Experienced editorial team



Banana-focused readership



Australian  
Banana  
Growers

# ABOUT

40+ page glossy magazine, professionally designed and printed

Produced by an experienced editorial team, based within the Australian Banana Growers' Council (the industry's peak body)

Contributions from Australia's world-class scientists, researchers, marketers and more

Farming features, case studies, research updates, social snaps and current industry information

Delivered to growers, as well as businesses and people working across the industry supply chain

Competitive pricing, with discounts for multiple bookings and ABGC Affiliate Members

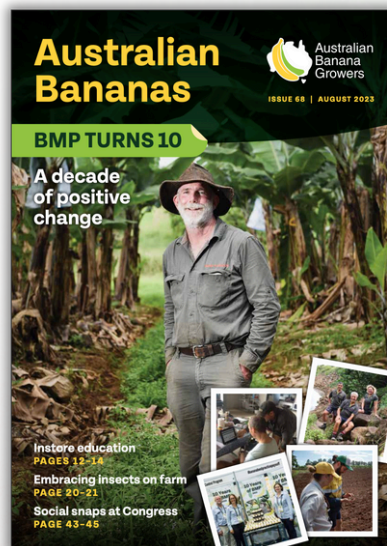
# IN BRIEF

3x editions per year

World-class contributors

Delivered to growers + industry stakeholders

Posted to 850+ homes & businesses



# BOOKINGS | SPECS

Please email [communications@abgc.org.au](mailto:communications@abgc.org.au) to secure your booking, or visit the [ABGC website to download a form.](#)

2025 Issue	Booking Deadline	Material Deadline	Editorial Deadline
April	3 March	10 March	17 March
August	4 July	11 July	18 July
December	3 November	10 November	17 November

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.



# 2025 OFFERS

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.\*\*

\*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.

ADVERTORIAL



ABGC Affiliate Members receive a 20 per cent discount on all bookings.

Not a member? Inquire today: [members@abgc.org.au](mailto:members@abgc.org.au)

MEMBERS

Banana Congress returns in 2025, from August 6-8 on the Gold Coast. Congress offers an additional opportunity to display and promote magazines.

Copies are always on hand at relevant field days and meetings.



CONGRESS



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)

- 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.

# Australian Bananas

## MORE INFORMATION

**We like to chat.**

**Contact us to discuss advertising that suits you and supports the banana industry.**

**email** [communications@abgc.org.au](mailto:communications@abgc.org.au)

**call** 0439 005 946

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

Industry  
info

About  
ABGC

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**Hort  
Innovation** **BANANA  
FUND**

 Australian  
Banana  
Growers