

Media Kit 2021

AUSTRALIAN CANEGROWER MAGAZINE

- For almost a century the *Australian Canegrower* magazine has been the flagship of Australia's sugarcane industry.
- Published monthly by CANEGROWERS, the peak body for Australian sugarcane growers. CANEGROWERS represents 71% of the producers of all sugarcane produced in Australia. The magazine keeps members up-to-date with the latest industry news.
- Over a third of Queensland's cane area is managed by Smartcane BMP accredited growers. These businesses use industry best management practice farming methods and products.
- A trusted source of news and views, *Australian Canegrower* has built a reputation as the number one source of information for cane growers.
- Articles contributed by industry experts, agronomists, sugar researchers, government organisations, etc.
- 52 full colour pages printed on A4 magazine gloss paper stock.



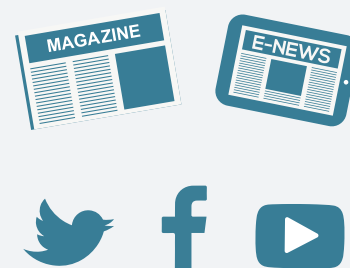
ADVERTISING FEATURES

Australian Canegrower runs important industry-related advertising features providing advertisers an opportunity to target their message at a time when growers are most receptive to this information.

CANEGROWERS brought together a team of agronomists, farmers and advertisers to determine the best times of the year to cover important topics. Our features schedule is carefully planned to give growers time to consider investments and make the necessary preparations.

Editorial packages are available on application. Editorials need to be relevant to the topic of the feature issue.

OUR PLATFORMS



4,305
sugarcane farms
in Queensland



Cane farming
supports nearly
\$1.1 billion in
economic activity



Total sugar supply
chain supports
approx. **\$4 billion**
in economic activity



Sugarcane farms in Qld
spend approx. **\$414**
million on fertiliser/
chemicals annually



Sugarcane farms in
Qld spend approx.
\$182 million on fuel
annually

Source: QEAS July 2019 *The economic contribution of the Sugarcane industry to Queensland and its regional communities* report.

Advertising Rates & Dates

ADVERTISING DATES

ISSUE	FEATURE EDITION	BOOKING DEADLINE	MATERIAL DEADLINE	ISSUE #
January 2021	Soil Health/Equipment/Fallow Management	6 Dec 2020	13 Dec 2020	1
February 2021	Technology/Farm Management	13 Jan 2021	20 Jan 2021	2
March 2021	Land Preparation/Crop Protection	10 Feb 2021	17 Feb 2021	3
April 2021	Planting/Clean Seed/Varieties	16 Mar 2021	23 Mar 2021	4
May 2021	Farm Machinery/Harvesting	13 Apr 2021	20 Apr 2021	5
June 2021	Soil Health/Farm Pests	11 May 2021	18 May 2021	6
July 2021	Farm Machinery/Equipment/Disease	15 Jun 2021	22 Jun 2021	7
August 2021	Crop Nutrition/Precision Agriculture Technology	13 Jul 2021	20 Jul 2021	8
September 2021	Irrigation/Pests	17 Aug 2021	24 Aug 2021	9
October 2021	Crop Protection/Drainage	14 Sep 2021	21 Sep 2021	10
November 2021	Water Quality/Legumes Management/Machinery	12 Oct 2021	19 Oct 2021	11
December 2021	Farm Management/Records	16 Nov 2021	23 Nov 2021	12

* Features may change

DISPLAY ADVERTISING RATES

	CASUAL ADVERTISING	SMALL CAMPAIGN 3 MONTHS	LARGE CAMPAIGN 6 MONTHS	ANNUAL CAMPAIGN 12 MONTHS
Full Page	\$2,100	\$1,850	\$1,650	\$1,450
1/2 Page	\$1,260	\$1,110	\$990	\$870
1/3 Page	\$1,050	\$925	\$825	\$725
1/4 Page	\$750	\$660	\$590	\$520
2 Page Spread	POA	POA	POA	POA
Inserts	POA	POA	POA	POA

* Please note rates exclude GST and any Agency commissions

EXTRAS

Inside front cover - additional 20%

Back cover - additional 20%

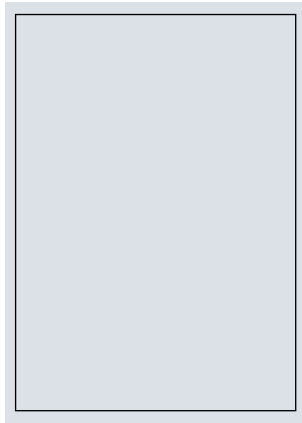
Other specified positions - additional 10%

OUR CLIENTS INCLUDE:



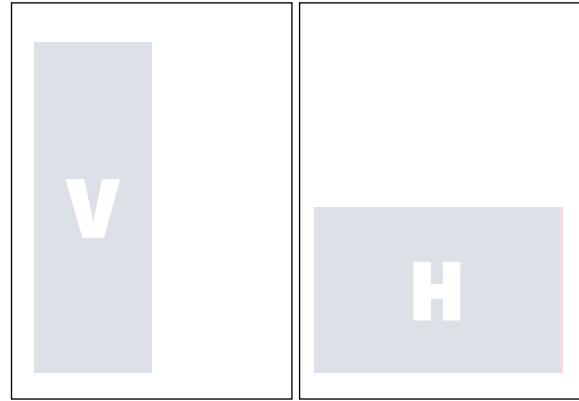
Advertising Specs

FULL PAGE



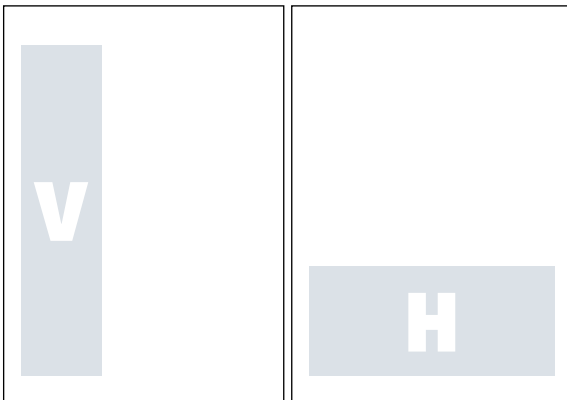
220mm x 307mm (includes 5mm bleed)
Type area 200mm x 287mm

HALF PAGE



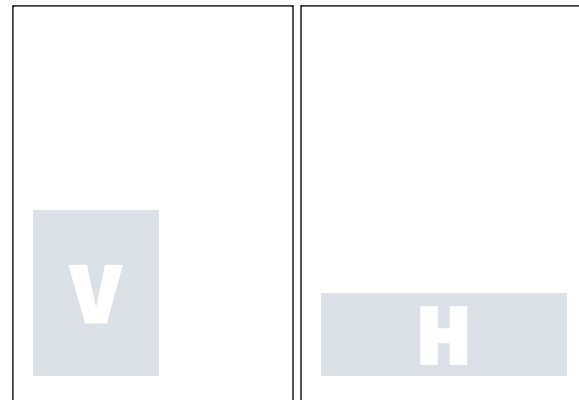
Vertical - 92mm x 248mm
Horizontal - 184mm x 124mm

THIRD PAGE



Vertical - 60mm x 248mm
Horizontal - 184mm x 82mm

QUARTER PAGE



Vertical - 92mm x 124mm
Horizontal - 184mm x 62mm

ARTWORK SPECIFICATIONS

A high resolution print-ready PDF file at 300dpi in CMYK format is the preferred format for supplied advertising artwork. All bleed and crop marks should be visible and all fonts embedded. Include the publication date in the file name.

IMAGE SPECIFICATIONS

All photos/images supplied must be a minimum of 300dpi. Images can be supplied in JPG format. Colour images will be converted to CMYK for print. For the highest quality print, it is recommended to supply your company logo as a vector EPS file. A high-resolution JPG file will also be accepted.

CONTACTS

Editor: Wayne Griffin, editor@canegrowers.com.au

Advertising: Jane McGregor, jane_mcgregor@canegrowers.com.au

Classifieds: Angela Linhart, ads@canegrowers.com.au

INSERT DETAILS

Maximum size: A4

Maximum weight: 10gm (excess postage costs apply)

Deliver to: Printcraft (Attn) Simon Phillips
37 College Street, Hamilton, QLD, 4007

Mark packaging:

1. For Australian Canegrower Magazine
2. Edition date

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