

# ADVERTISING MEDIA KIT

Effective 1st January 2012 Revised

## MAGAZINE PROFILE

### *Australian Canegrower* Magazine

The most up-to-date, reputable and valued source of sugar industry news for more than 85 years

■ <b>Distribution</b>	4,500 copies
■ <b>Published</b>	Fortnightly
■ <b>Page Size</b>	A4 (Gloss Stock)
■ <b>Printed Pages</b>	28
■ <b>Full Page Colour</b>	\$2,120.00 Incl GST
■ <b>Publisher</b>	<b>CANEGROWERS</b>

## READERSHIP

95% of CANEGROWERS members read *Australian Canegrower* Magazine

91% of CANEGROWERS members indicated that *Australian Canegrower* magazine was a useful information source on sugarcane issues

74% of CANEGROWERS members name *Australian Canegrower* magazine as their main source of information about the sugar industry

Source: Colmar Brunton Intelligence - CANEGROWERS Members Research 2010

## INDUSTRY FACTS

Sugar is one of Australia's most important rural industries, worth over **\$1.5 - \$2.5 billion** annually to the Australian economy

■ <b>32-35 Mt</b>	cane
■ <b>4.5 - 5 Mt</b>	raw sugar
■ <b>4,000</b>	cane farm businesses
■ <b>24</b>	sugar mills
■ <b>6</b>	bulk storage ports
■ <b>\$1.5 - \$2.5 billion</b>	value of production

## ABOUT CANEGROWERS

CANEGROWERS is the peak representative body for Australian sugarcane growers. Around 80% of Queensland sugarcane growers are members of the highly successful lobby, representation and services group. Based in Queensland, the State that produces around 95% of Australia's raw sugar output, the CANEGROWERS National Office represents the interests of cane growers Australia wide.

## MAGAZINE TEAM



**EDITOR**

**Jasmine Hunt**

jasmine\_hunt@canegrowers.com.au



**ADVERTISING SALES**

**Kim Thackeray**

kim\_thackeray@canegrowers.com.au



**CLASSIFIEDS**

**Beth Sinclair**

beth\_sinclair@canegrowers.com.au



190-194 Edward Street  
 Brisbane QLD 4000  
 GPO Box 1032 Brisbane 4001  
 Ph: (07) 3864 6444 Fax: (07) 3864 6429  
 Web: www.canegrowers.com.au

## CLASSIFIED RATES Effective 1st January 2012 Revised

Depth	Width	Ex GST	GST	Inc GST
5 cm	3 columns	\$247.27	\$24.73	\$272.00
6 cm	2 columns	\$198.18	\$19.82	\$218.00
12 cm	1 column	\$198.18	\$19.82	\$218.00
9 cm	1 column	\$148.18	\$14.82	\$163.00
6 cm	1 column	\$99.09	\$9.91	\$109.00
4 cm	1 column	\$65.45	\$6.55	\$72.00
3 cm	1 column	\$49.09	\$4.91	\$54.00

Full Colour Charges: Add +20% loading to the above mono prices

### Classified Column Widths

3 columns	185 mm
2 columns	120 mm
1 column	57 mm

## INSERTS

Booking Deadline:	3 weeks prior to publication
Material Deadline	2 weeks prior to publication
Maximum Size:	A4
Maximum Weight:	10 gm (Or excess postage costs will apply)
Quantity:	4,500 copies
Single Sheet Cost:	\$2,870 Inc GST
Multi Page Inserts:	Price on application
Delivery Address:	Sema
	36 Northlink Place
	Virginia QLD 4014
Mark Insert Packaging:	1. "For Australian Canegrower"
	2. Edition Date

## ADVERTISING FEATURES 2012

Issue No.	Issue Date	Feature Topic
1	09-Jan	
2	23-Jan	Irrigation Parts & Equipment
3	06-Feb	
4	20-Feb	Precision Farming
5	05-Mar	
6	19-Mar	Soil Health & Crop Nutrition
7	02-Apr	
8	16-Apr	Crop Protection
9	30-Apr	
10	14-May	Farm Machinery & Equipment
11	28-May	
12	11-Jun	Land Preparation
13	25-Jun	
14	09-Jul	Crop Nutrition & Protection
15	23-Jul	
16	06-Aug	Irrigation Parts & Equipment
17	20-Aug	
18	03-Sep	Diversification
19	17-Sep	
20	01-Oct	Farm Machinery & Equipment
21	15-Oct	
22	29-Oct	Irrigation Parts & Equipment
23	12-Nov	
24	26-Nov	Land Preparation
25	10-Dec	

## DISPLAY ADVERTISING RATES

Effective 1st January 2012 Revised

	Casual			6 Issues			12 Issues		
	Ex GST	GST	Inc GST	Ex GST	GST	Inc GST	Ex GST	GST	Inc GST
<b>Full Page</b>									
Mono	\$1,475.45	\$147.55	<b>\$1,623.00</b>	\$1,371.82	\$137.18	<b>\$1,509.00</b>	\$1,313.64	\$131.36	<b>\$1,445.00</b>
Spot Colour	\$1,676.36	\$167.64	<b>\$1,844.00</b>	\$1,571.82	\$157.18	<b>\$1,729.00</b>	\$1,513.64	\$151.36	<b>\$1,665.00</b>
Full Colour	\$1,927.27	\$192.73	<b>\$2,120.00</b>	\$1,823.64	\$182.36	<b>\$2,006.00</b>	\$1,763.64	\$176.36	<b>\$1,940.00</b>
<b>2/3 Page</b>									
Mono	\$1,099.09	\$109.91	<b>\$1,209.00</b>	\$1,021.82	\$102.18	<b>\$1,124.00</b>	\$977.27	\$97.73	<b>\$1,075.00</b>
Spot Colour	\$1,299.09	\$129.91	<b>\$1,429.00</b>	\$1,221.82	\$122.18	<b>\$1,344.00</b>	\$1,178.18	\$117.82	<b>\$1,296.00</b>
Full Colour	\$1,549.09	\$154.91	<b>\$1,704.00</b>	\$1,471.82	\$147.18	<b>\$1,619.00</b>	\$1,428.18	\$142.82	<b>\$1,571.00</b>
<b>1/2 Page</b>									
Mono	\$841.82	\$84.18	<b>\$926.00</b>	\$782.73	\$78.27	<b>\$861.00</b>	\$749.09	\$74.91	<b>\$824.00</b>
Spot Colour	\$1,042.73	\$104.27	<b>\$1,147.00</b>	\$983.64	\$98.36	<b>\$1,082.00</b>	\$950.00	\$95.00	<b>\$1,045.00</b>
Full Colour	\$1,293.64	\$129.36	<b>\$1,423.00</b>	\$1,234.55	\$123.45	<b>\$1,358.00</b>	\$1,200.91	\$120.09	<b>\$1,321.00</b>
<b>1/3 Page</b>									
Mono	\$549.09	\$54.91	<b>\$604.00</b>	\$511.82	\$51.18	<b>\$563.00</b>	\$489.09	\$48.91	<b>\$538.00</b>
Spot Colour	\$749.09	\$74.91	<b>\$824.00</b>	\$711.82	\$71.18	<b>\$783.00</b>	\$689.09	\$68.91	<b>\$758.00</b>
Full Colour	\$1,000.00	\$100.00	<b>\$1,100.00</b>	\$961.82	\$96.18	<b>\$1,058.00</b>	\$940.00	\$94.00	<b>\$1,034.00</b>
<b>1/4 Page</b>									
Mono	\$404.55	\$40.45	<b>\$445.00</b>	\$377.27	\$37.73	<b>\$415.00</b>	\$360.91	\$36.09	<b>\$397.00</b>
Spot Colour	\$605.45	\$60.55	<b>\$666.00</b>	\$577.27	\$57.73	<b>\$635.00</b>	\$560.91	\$56.09	<b>\$617.00</b>
Full Colour	\$856.36	\$85.64	<b>\$942.00</b>	\$827.27	\$82.73	<b>\$910.00</b>	\$812.73	\$81.27	<b>\$894.00</b>
<b>Inserts</b>									
Single Sheet	\$2,609.09	\$260.91	<b>\$2,870.00</b>	\$2,405.45	\$240.55	<b>\$2,646.00</b>	\$2,205.45	\$220.55	<b>\$2,426.00</b>
Multi Pages POA									

Preferred Position Loadings: Inside Front Cover +20% Outside Back Cover +20% Other Specified +10%

## ADVERTISING DEADLINES 2012

Issue No.	Issue Date	Booking	Material
1	09-Jan	12-Dec	19-Dec
2	23-Jan	02-Jan	09-Jan
3	06-Feb	16-Jan	23-Jan
4	20-Feb	30-Jan	06-Feb
5	05-Mar	13-Feb	20-Feb
6	19-Mar	27-Feb	05-Mar
7	02-Apr	12-Mar	19-Mar
8	16-Apr	26-Mar	02-Apr
9	30-Apr	09-Apr	16-Apr
10	14-May	23-Apr	30-Apr
11	28-May	07-May	14-May
12	11-Jun	21-May	28-May
13	25-Jun	04-Jun	11-Jun
14	09-Jul	18-Jun	25-Jun
15	23-Jul	02-Jul	09-Jul
16	06-Aug	16-Jul	23-Jul
17	20-Aug	30-Jul	06-Aug
18	03-Sep	13-Aug	20-Aug
19	17-Sep	27-Aug	03-Sep
20	01-Oct	10-Sep	17-Sep
21	15-Oct	24-Sep	01-Oct
22	29-Oct	08-Oct	15-Oct
23	12-Nov	22-Oct	29-Oct
24	26-Nov	05-Nov	12-Nov
25	10-Dec	19-Nov	26-Nov

## TECHNICAL SPECIFICATIONS

Deadlines	
Bookings	3 weeks prior to publication
Material	2 weeks prior to publication
Full Page	
Depth x Width	
Type Area	287 mm x 200 mm
Trim Size	297 mm x 210 mm (A4)
Bleed Size	303 mm x 216 mm
DPS Type Area	287 mm x 410 mm
DPS Bleed Area	303 mm x 426 mm
Two Thirds Page	
Depth x Width	
2 columns	260 mm x 120 mm
3 columns	170 mm x 185 mm
Half Page	
Depth x Width	
1.5 columns	260 mm x 92 mm
3 columns	130 mm x 185 mm
Third Page	
Depth x Width	
1 column	260 mm x 57 mm
2 columns	125 mm x 120 mm
3 columns	85 mm x 185 mm
Quarter Page	
Depth x Width	
2 columns	95 mm x 120 mm
3 columns	65 mm x 185 mm
Material Format	
High resolution PDF file format	
Please embed all fonts - Indicate bleed and crop marks	
Email material to: kim_thackeray@canegrowers.com.au	