

MEDIA KIT 2022

Australian Canegrower is the flagship publication of Australia's sugarcane industry, published by CANEGROWERS, the peak body for Australian sugarcane growers.

52 full colour pages are printed on A4 magazine gloss paper stock each month.

A trusted source, *Australian Canegrower*, has a reputation as the number one provider of the latest industry news for growers and allied businesses.



Australian Canegrower



Circulation

5,700 farmers and sugar industry stakeholders

Frequency

Monthly - published at the start of every month

Online

Editions are available [for download](#)

Social media

CANEGROWERS reach exceeds 10k with Facebook, Twitter and Instagram followers

eNews

Electronic access sent monthly highlighting key points directly to members and subscribers



2nd largest raw sugar exporter in the world, the value of production = **\$2.5 billion**



Sustainably produced and **80%** of cane area is **Smartcane BMP** accredited (best management practice program)



22 Australian sugar mills producing **4.3 million tonnes** of raw sugar



Sugarcane growers spend approximately **\$182 million** on fuel every year



4,500 farming businesses, the average farm size is approx. **100 hectares**



Sugarcane farming provides more than **9,800 direct jobs**



Over **30 million tonnes** of cane is harvested and crushed annually



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

DISPLAY ADVERTISING RATES

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

INSERT DETAILS

MAXIMUM SIZE	A4
MAXIMUM WEIGHT	10g (excess postage costs apply)
DELIVER TO	PRINTCRAFT Attn: Simon Phillips 37 College Street, Hamilton, QLD, 4007

Mark inserts packaging *Australian Canegrower* and edition date



ADVERTISING DATES

ISSUE	FEATURE EDITION	BOOKING DEADLINE	MATERIAL DEADLINE	ISSUE #
January 2022	Soil Health/Equipment/Fallow Management	7 Dec 2021	14 Dec 2021	1
February 2022	Technology/Farm Management	11 Jan 2022	18 Jan 2022	2
March 2022	Land Preparation/Crop Protection	8 Feb 2022	15 Feb 2022	3
April 2022	Planting/Clean Seed/Varieties	15 Mar 2022	22 Mar 2022	4
May 2022	Farm Machinery/Harvesting	12 Apr 2022	19 Apr 2022	5
June 2022	Soil Health/Farm Pests	17 May 2022	24 May 2022	6
July 2022	Farm Machinery/Equipment/Disease	14 Jun 2022	21 Jun 2022	7
August 2022	Crop Nutrition/Precision Agriculture Technology	12 Jul 2022	19 Jul 2022	8
September 2022	Irrigation/Pests	16 Aug 2022	23 Aug 2022	9
October 2022	Crop Protection/Drainage	13 Sep 2022	20 Sep 2022	10
November 2022	Water Quality/Legumes Management/Machinery	11 Oct 2022	18 Oct 2022	11
December 2021	Farm Management/Records	15 Nov 2022	22 Nov 2022	12

*** Features may be subject to change**

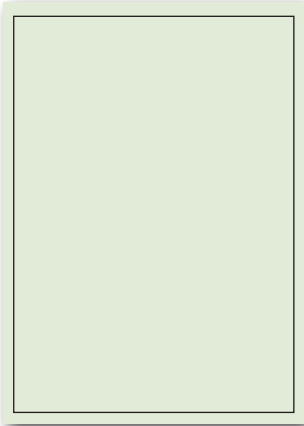
Australian Canegrower runs important industry-related features providing advertisers an opportunity to target their message at a time when growers are most receptive to this information.

Our features schedule is carefully planned by a team of agronomists, farmers and advertisers 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.

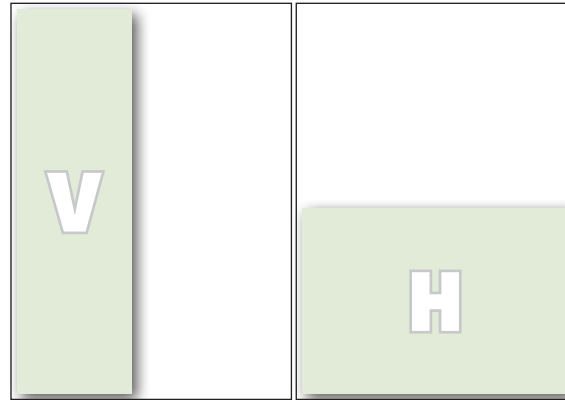
ADVERTISING SPECIFICATIONS

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

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