

AUSTRALIAN

Citrus News

2024 Advertising

Australian Citrus News (ACN) is the voice of Australia's peak grower body, Citrus Australia Limited, and its official magazine.

ACN provides focused, up-to-date information on trends, and market developments affecting Australia's citrus industry both nationally and on an export front. Editorial content is delivered in an easy-to-read style and includes technical information, market trends export and domestic, production developments, key industry issues, research and development, profiles and on-farm reports.

ACN is a quarterly publication with a total readership estimated at 5,000 per issue. Select articles are also published online.

With 1,450 copies distributed nationally four times a year, ACN is direct mailed to all commercial citrus growers. It is also distributed across the industry to: consultants, state agriculture departments, private consultants, agronomists, research institutes, economists and media, where it is considered a vital resource reference on the citrus industry.

ACN deadlines and distribution dates*

2024 Edition	Booking Deadline	Material Deadline	Release Date
Issue 1	March 19	March 22	March 29
Issue 2	June 18	June 21	June 28
Issue 3	September 17	September 20	September 27
Issue 4	December 3	December 6	December 13

* Release dates are indicative only, and are subject to change without notice should late-breaking editorial or other content issues arise.

- ❖ 4 Editions
- ❖ 1,450 copies
- ❖ ~5,000 Readers
- ❖ Targeted Distribution

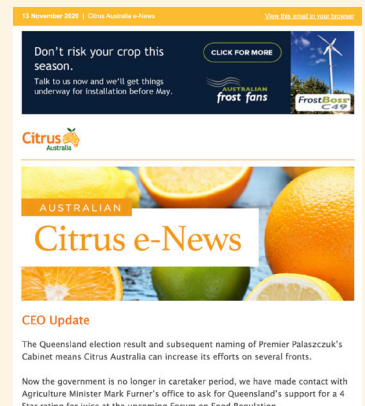


Citrus eNews



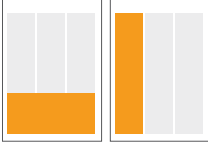


Citrus eNews is distributed monthly via email to a select subscriber base of 1,000 growers and others within the industry.

It contains news and events updates as well as seasonal stories that can be delivered in a timely fashion. Citrus eNews also reflects the content in the magazine.

- ❖ 12 Editions
- ❖ 1,000 copies
- ❖ Targeted Distribution



2024 Advertising Rates and Format

Advert Size	Dimensions	Casual (\$)	3 Issues (\$)	4+ Issues (\$)
Australian Citrus News	 <p>Full page Trim: 210mm (w) x 297mm (h) Full Bleed Area: 216mm (w) x 303mm (h)</p>	2,000	1,950	1,900
	 <p>Half page Horizontal: Trim: 190mm (w) x 120mm (h)</p>	1,290	1,190	1,170
	 <p>Third page Horizontal: Trim: 190mm (w) x 80mm (h) Vertical: Trim: 59mm (w) x 248mm (h)</p>	830	800	760
	 <p>Quarter page Horizontal: Trim: 190mm (w) x 60mm (h)</p>	660	620	600
	 <p>Trade directory classifieds 1 unit: 59mm (w) x 80mm (h) 2 units: 125mm (w) x 80mm (h)</p>	185 330	175 310	165 290
Inserts and advertorial Details supplied on request				
Australian Citrus eNews	<p>Banner Trim: 600 pixels (w) x 150 pixels (h)</p>	430	Please contact Citrus Australia	

For all advertising queries/bookings, please contact Matt Jones, Citrus Australia, on 0448 213 330 or email matt.jones@citrusaustralia.com.au

Artwork Technical Requirements

Australian Citrus News

All final art must be supplied in full CMYK colour format, as a 'Press Quality' PDF (i.e. 300dpi image resolution at the actual size used in the final artwork). Full page ads must be supplied with 3mm bleed. Fonts must be outlined and images embedded.

Raw format files produced in other software will not be accepted. Final artwork is to be sent by the deadline to: matt.jones@citrusaustralia.com.au

Citrus eNews

Final artwork files for eNews and the website must be supplied as either a jpg or gif file format.

Final artwork is to be sent by the deadline to: matt.jones@citrusaustralia.com.au

Note: The Publisher accepts no responsibility for the correct reproduction of supplied advertising material that fails to meet the requirements stated above.

Artwork Design

Advertisers requiring artwork to be prepared by ACN will be charged at \$150 per hour (plus GST). All artwork will comprise of an initial draft (prepared from client-supplied material) and one round of client corrections. Client changes required beyond one round will be costed in addition. Quotes can be supplied before work commences.