

AUSTRALIAN

# Citrus News

## 2022 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 1,650 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\*

2022 Edition	Booking Deadline	Material Deadline	Release Date
Autumn	March 4	March 11	April 15
Winter	May 6	May 13	June 17
Spring	July 29	August 5	September 2
Summer	November 11	November 18	December 16

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

- ❖ 4 Editions
- ❖ 1,650 copies
- ❖ ~5,000 Readers
- ❖ Targeted Distribution



## Citrus eNews



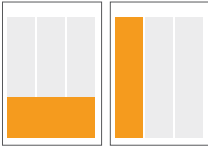

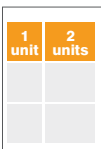
Citrus eNews is distributed fortnightly via email to a select subscriber base of 1,000 growers and others within the industry.

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.

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



# 2022 Advertising Rates and Format

	Advert Size	Dimensions	Casual (\$)	3 Issues (\$)	4+ Issues (\$)
<b>Australian Citrus News</b>		<b>Full page</b> Trim: 210mm (w) x 297mm (h) Full Bleed Area: 216mm (w) x 303mm (h)	1,870	1,815	1,770
		<b>Half page</b> Horizontal: Trim: 190mm (w) x 120mm (h)	1,200	1,100	1,080
		<b>Third page</b> Horizontal: Trim: 190mm (w) x 80mm (h) Vertical: Trim: 59mm (w) x 248mm (h)	770	750	700
		<b>Quarter page</b> Horizontal: Trim: 190mm (w) x 60mm (h)	605	570	565
		<b>Trade directory classifieds</b> 1 unit: 59mm (w) x 80mm (h) 2 units: 125mm (w) x 80mm (h)	165 300	155 280	145 260
	<b>Inserts and advertorial</b> Details supplied on request				
<b>Australian Citrus eNews</b>		<b>Banner</b> Trim: 600 pixels (w) x 150 pixels (h)	400	Please contact Citrus Australia	

For all advertising queries/bookings, please contact Stephen Cooke, Citrus Australia, on 0427 124 437 or email [stephen.cooke@citrusaustralia.com.au](mailto:stephen.cooke@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) with crop marks where appropriate (essential for full page ads). Fonts must be embedded.

**Raw format files produced in other software will not be accepted. Final artwork is to be sent by the deadline to: [clare@freshrepublic.com.au](mailto:clare@freshrepublic.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: [stephen.cooke@citrusaustralia.com.au](mailto:stephen.cooke@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 \$130 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.