

SOILLESS

A U S T R A L I A



SINCE 1990

Australia's quarterly trade journal for all crops grown under any type of cover

QUARTERLY DISTRIBUTION

summer, autumn, winter and spring

- Hard copy post to PCA members (c.500), research organisations, Government, allied trade and grower groups and peak bodies in Australia and NZ.
- Handed out at industry events, conferences, field days and workshops.
- Back issues are available online to members.

PRINT RUN

500 hard copies, 40-56 pages, 4 colour, coated stock; + 500 e-copies

Discount for PCA Members: Corporate 10%; Individual 5%

MAGAZINE DISPLAY ADVERTISING

(run of magazine – editorial pages)

ADVERT SIZE (w x h, mm)	COST 1x issue	COST 4x issues
Full page 190x275	\$910	\$825ea
Half page horizontal 190x130	\$470	\$420ea
Half page vertical 90x275	\$470	\$420ea
Third page 190x90	\$415	\$375ea

A4 INSERTS	\$2ea	\$2ea
------------	-------	-------

PREFERRED POSITIONS LOADINGS

Preferred positions apply to display advertisements only and will be made available on a 'first in – best dressed' basis. No members discounts on loadings.

Inside front cover <i>Full page only</i>	Add 20% to advert price
Back cover <i>Full page only</i>	Add 20% to advert price
Inside back cover <i>Full page only</i>	Add 10% to advert price
Page 3 <i>Half page only</i>	Add 10% to advert price
Page 5 <i>Half page only</i>	Add 7.5% to advert price
Right hand pages	Add 5% to advert price

WEBSITE ADVERTISING

CLASSIFIED ADVERTISING

(near back of magazine)

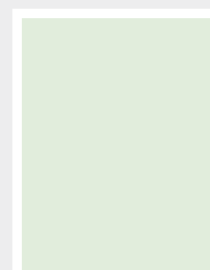
ADVERT SIZE (w x h, mm)	COST 1x issue	COST 4x issues
Eighth page 90x70	\$177	\$164ea
Quarter page 90x130	\$400	\$370ea

ADVERT SIZE	Website only
Full page	\$510
Half page horizontal	\$255
Half page vertical	\$255
Third page horizontal	\$236

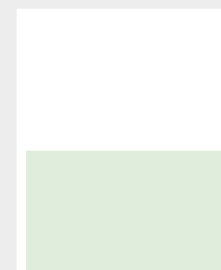
Hard copy advert hyperlinked on PCA www extra \$80.

ADVERTISING SIZES

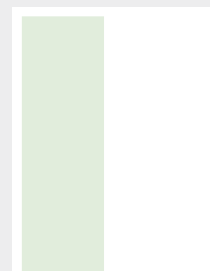
MAGAZINE DISPLAY ADVERTISING



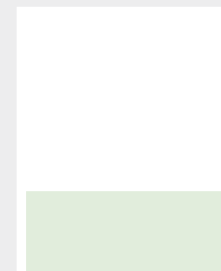
FULL PAGE
(W x H)
190mm x 275mm



HALF PAGE HORIZONTAL
(W x H)
190mm x 130mm

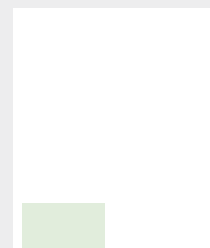


HALF PAGE VERTICAL
(W x H)
90mm x 275mm

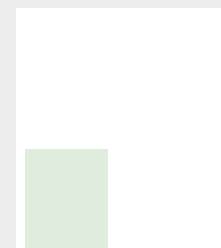


THIRD PAGE HORIZONTAL
(W x H)
190mm x 90mm

CLASSIFIED ADVERTISING



EIGHTH PAGE
(W x H)
90mm x 70mm



QUARTER PAGE
(W x H)
90mm x 130mm

MATERIAL SPECIFICATIONS

Supplied advertisements should be provided as a 300dpi, PDF in CMYK format. No bleed or printer's marks are required. Graphic design assistance can be provided should you be unable to meet the material specification requirements. (Details next page.)

Prices do NOT include GST*

(The Goods and Services Tax (GST) does not apply to advertisers based outside Australia.)

Rates current as at April 2020

Deadlines and distribution dates 2020/2021



SPRING 2020

Booking deadline:

3 August, 2020

Artwork deadline:

10 August, 2020*

Distribution:

7 September, 2020

SUMMER 2020

Booking deadline:

2 November, 2020

Artwork deadline:

9 November, 2020*

Distribution:

1 December, 2020

AUTUMN 2021

Booking deadline:

1 February, 2021

Artwork deadline:

8 February, 2021*

Distribution:

8 March, 2021

WINTER 2021

Booking deadline:

3 May, 2021

Artwork deadline:

10 May, 2021*

Distribution:

7 June, 2021

* Artwork deadline dates are for advertising supplied as a complete PDF, as per material specifications. Should you require graphic design assistance to complete for advert, lead time should be allowed. Please specify whether your advert will be supplied complete at time of booking.

SOILLESS AUSTRALIA

Editorial

Editorial contributions are welcome and will be published at the editor's discretion. the editor, Jennifer Stackhouse, editor@protectedcropping.net.au

Advertising, sponsorship, membership and business partnerships

Contact for commercial, business, membership and advertising queries JoArcher, business@protectedcropping.net.au 0417 114 311.

Graphic design

For advertisement design, please contact Richard Deverell at Dev Design & Creative.

Email richard@devdesign.com.au

Design costs are not included in advertising costs and will be invoiced directly from Dev Design & Creative.

