

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, Spring

- Hard copy post to PCA members, Research Organisations, Government, Allied Trade, Grower Groups and peak bodies in Australia and NZ.
- E-copy emailed to members and subscribers.
- Hard copy handed out at industry events, conferences, field days and workshops.
- Back issues are available online to members.

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

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

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

Print Run: 350 hard copies, 40-45 pages, 4 colour coated stock; + 700 e-copies

Prices exclude GST*

(Goods and Services Tax (GST) applies to all advertisers including outside Australia)

Rates current as at February 2021

ADVERTISING SIZES

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

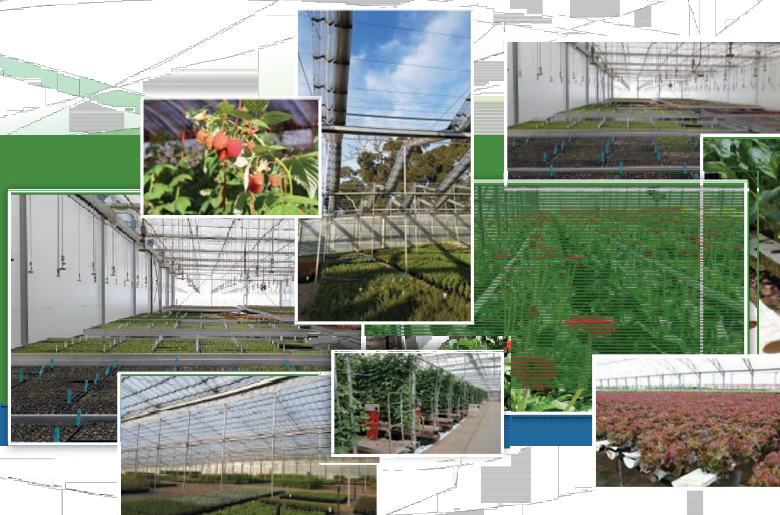
EIGHTH PAGE
(W x H)
90mm x 70mm

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. (refer next page.)

2021 Deadlines and Distribution Dates



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

SPRING 2021

Booking deadline:

2 August 2021

Artwork deadline:

9 August 2021*

Distribution:

6 September 2021

SUMMER 2021

Booking deadline:

1 November 2021

Artwork deadline:

8 November 2021*

Distribution:

6 December 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.

CONTACT DETAILS

Editorial

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

Advertising, sponsorship, membership and business partnerships

For commercial, business, membership and advertising enquiries Michelle Harris-Spencer, protectedcropping@asnevents.net Do not hesitate to call 03 8560 4391 if you wish to discuss available options.

Graphic design

For advertisement design, please contact Dev Design Creative Richard Deverell, richard@devdesign.com.au Design costs are not included in advertising costs and will be invoiced Directly by Dev Design & Creative.

