

# 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<br>(w x h, mm)             | COST<br>1x issue | COST<br>4x issues |
|--|------------------|-------------------|
| <b>Full page</b><br>190x275            | \$910            | \$825ea           |
| <b>Half page horizontal</b><br>190x130 | \$470            | \$420ea           |
| <b>Half page vertical</b><br>90x275    | \$470            | \$420ea           |
| <b>Third page</b><br>190x90            | \$415            | \$375ea           |

|                   |       |       |
|-------------------|-------|-------|
| <b>A4 INSERTS</b> | \$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.

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

### CLASSIFIED ADVERTISING\*\*

(near back of magazine)

| ADVERT SIZE<br>(w x h, mm)    | COST<br>1x issue | COST<br>4x issues |
|-------------------------------|------------------|-------------------|
| <b>Eighth page</b><br>90x70   | \$177            | \$164ea           |
| <b>Quarter page</b><br>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 September 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

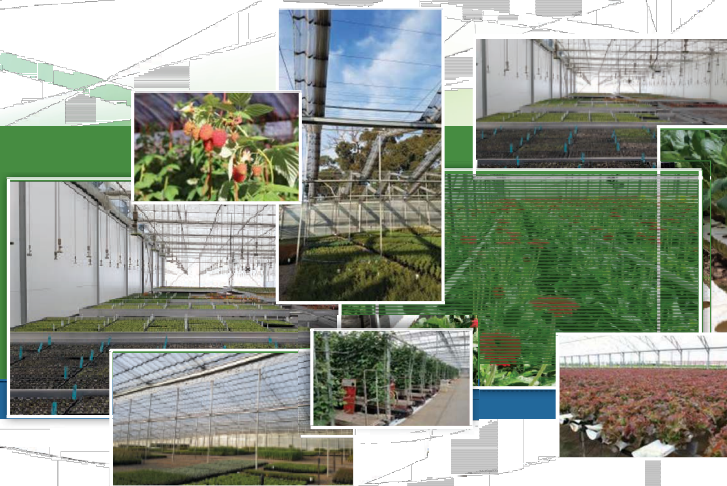
**EIGHTH PAGE**  
(W x H)  
90mm x 70mm

**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.)

# 2022 Deadlines and Distribution Dates



## AUTUMN 2022

### Booking deadline:

31 January 2022

### Artwork deadline:

7 February 2022\*

### Distribution:

7 March 2022

## WINTER 2022

### Booking deadline:

2 May 2022

### Artwork deadline:

9 May 2022\*

### Distribution:

6 June 2022

## SPRING 2022

### Booking deadline:

1 August 2022

### Artwork deadline:

8 August 2022\*

### Distribution:

5 September 2022

## SUMMER 2022

### Booking deadline:

31 October 2022

### Artwork deadline:

7 November 2022\*

### Distribution:

5 December 2022

\* 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](mailto:editor@protectedcropping.net.au)

### Advertising, sponsorship, membership and business partnerships

For commercial, business, membership and advertising enquiries Michelle Harris-Spencer, [protectedcropping@asnevents.net.au](mailto:protectedcropping@asnevents.net.au)  
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](mailto:richard@devdesign.com.au)  
Design costs are not included in advertising costs and will be invoiced Directly by Dev Design & Creative.

