

SOILLESS

AUSTRALIA



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

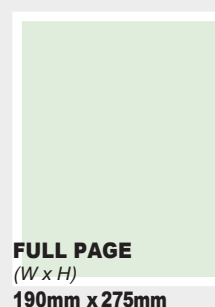
	Single	Double
A4 INSERTS	\$2ea	\$3ea

PREFERRED POSITIONS LOADINGS

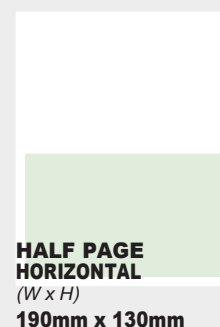
Preferred positions apply to display advertisements only and will be made available on a 'first in – best dressed' basis. No members discounts on loadings.

Inside front cover <i>Full page only</i>	Add 20% to advert price
Back cover <i>not available</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

ADVERTISING SIZES



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



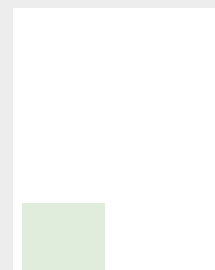
HALF PAGE HORIZONTAL
(W x H)
190mm x 130mm



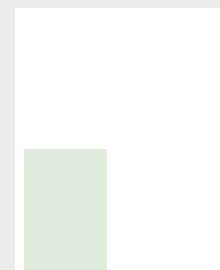
HALF PAGE VERTICAL
(W x H)
90mm x 275mm



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

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%

Prices exclude GST*

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

Rates current as at May 2023

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.)

2023 Deadlines and Distribution Dates



AUTUMN 2023

Booking deadline:

30 January 2023

Artwork deadline:

6 February 2023*

Distribution:

6 March 2023

WINTER 2023

Booking deadline:

1 May 2023

Artwork deadline:

8 May 2023*

Distribution:

5 June 2023

SPRING 2023

Booking deadline:

31 July 2023

Artwork deadline:

7 August 2023*

Distribution:

4 September 2023

SUMMER 2023

Booking deadline:

30 October 2023

Artwork deadline:

6 November 2023*

Distribution:

4 December 2023

* 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 Julie Krieger, admin@protectedcropping.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
Design costs are not included in advertising costs and will be invoiced Directly by Dev Design & Creative.



www.protectedcropping.net.au

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