



QUEENSLAND FRUIT  
& VEGETABLE GROWERS

Queensland's state industry body  
**REPRESENTING FRUIT,  
VEGETABLE & NUT GROWERS**

# MEDIA KIT

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2024



## ABOUT QFVG

Queensland Fruit & Vegetable Growers (QFVG) is the state industry body representing Queensland's commercial fruit, vegetable and nut growers.

To us, horticulture is the most vital industry in the world. We exist to ensure strength in the horticultural industry for generations to come. We provide the voice for horticultural growers in Queensland and are a valued service delivery partner.

QFVG operates a dedicated project delivery arm, Growcom. It is our belief that outcomes can only be achieved with the grower at the centre of what we do. We continually strive to be the provider of choice and to be recognised for our high-quality delivery. Our humanistic approach is that all services must be practical, useful, and relevant to growers.

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## ADVERTISING ENQUIRIES

### **PULSE HUB PTY LTD**

[www.pulsehub.com.au](http://www.pulsehub.com.au)

Justin Bowler  
0429 699 553  
[Justin.bowler@mmg.com.au](mailto:Justin.bowler@mmg.com.au)

## EDITORIAL ENQUIRIES

### **NATALIE BRADY**

QFVG Communications Manager

07 3620 3863  
[communications@qfvg.com.au](mailto:communications@qfvg.com.au)

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## GENERAL INFORMATION

All advertising rates listed in this document are in Australian dollars (AUD) and **DO NOT** include GST.

QFVG reserves the right to refuse any requests for advertising. QFVG reserves the right to refuse any artwork submitted by advertisers or their agents, and require said artwork to be redesigned or alternative artwork provided, at the advertiser or agents expense.

All rates are effective until 31 December 2024 and are subject to change.

Rates listed are for space only and do not include any alterations to supplied advertisements.

Advertisers who cancel a placement after the Content & Booking Deadline will be charged 50% of the total placement price.

Pulse Hub commission: 20%

## FRUIT & VEGETABLE NEWS

Queensland Fruit & Vegetable Growers (QFVG's) flagship print publication, Fruit & Vegetable News has been read by the organisation's members and those with a vested interest in the horticulture industry since the 1950s.

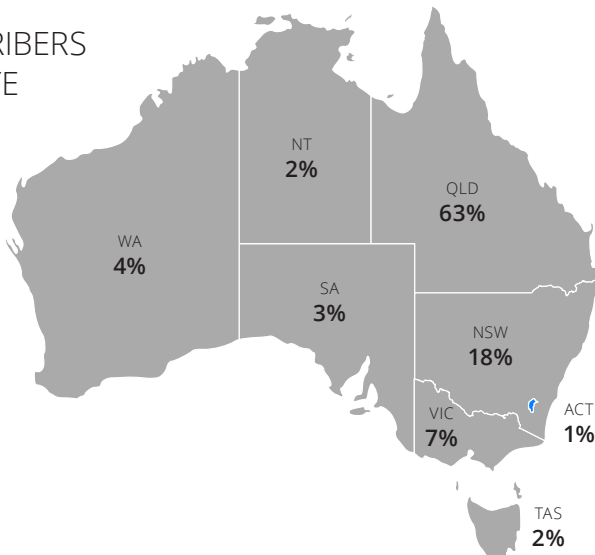
The magazine continues to be at the forefront of news delivery containing the latest industry news, technical data, current research, and upcoming events. It is an easy way to keep up-to-date with developments in the Queensland horticulture industry.

**TARGET MARKET:** Horticultural growers and those with a vested interest in Queensland's horticultural industry.

**CIRCULATION AND FREQUENCY:** 1,100 copies, bi-monthly.

**DISTRIBUTION:** Delivered to businesses throughout Australia via Australia Post in a sealed clear bag and personally addressed.

### SUBSCRIBERS BY STATE



## PUBLISHING DATES AND DEADLINES

EDITION	CONTENT & BOOKING DEADLINE	ARTWORK DEADLINE	DELIVERY COMMENCES
January / February 2024	30 November 2023	4 December 2023	5 January 2024
March / April 2024	15 February 2024	19 February 2024	8 March 2024
May / June 2024	18 April 2024	22 April 2024	10 May 2024
July / August 2024	20 June 2024	24 June 2024	12 July 2024
September / October 2024	22 August 2024	26 August 2024	13 September 2024
November / December 2024	17 October 2024	21 October 2024	8 November 2024
January / February 2025	28 November 2024	2 December 2024	3 January 2025

## ADVERTISING RATES

ADVERT SIZE	CASUAL PLACEMENT	X 3 PLACEMENTS	X 6 PLACEMENT
FULL PAGE	\$2,288	\$2,002	\$1,716
1/2 PAGE	\$1,144	\$1,001	\$858
1/3 PAGE	\$766	\$664	\$572
1/4 PAGE	\$572	\$501	\$429

## ARTWORK SPECIFICATIONS

ADVERT SIZE	TRIM SIZE (w x h)	BLEED SIZE (w x h)	TYPE AREA (w x h)
FULL PAGE	210 mm x 297 mm	216 mm x 303 mm	200 mm x 287 mm
1/2 PAGE HORIZONTAL	193 mm x 135 mm	n/a	183 mm x 125 mm
1/3 PAGE HORIZONTAL	193 mm x 90 mm	n/a	183 mm x 80 mm
1/4 PAGE HORIZONTAL	193 mm x 68 mm	n/a	183 mm x 58 mm
1/4 PAGE VERTICAL	93 mm x 135 mm	n/a	83 mm x 125 mm



Please provide PDF files in **CMYK**. Only full page adverts require a **3 mm bleed and trim marks**. Resolution to be saved at 300dpi and scans at no less than 300dpi.

Zip files, Microsoft Publisher, Word, Pagemaker, Excel and Powerpoint files will **NOT be accepted**. Film and bromide are **NOT accepted**.

All fonts (screen and print) must be packaged, embedded or outlined. All images to be supplied as 300dpi CMYK, TIFF or JPEG files. Make sure all colours are CMYK and not RGB. Spot colours must be converted to CMYK. Metallic colours are not accepted.

Minimum type size: 5 point. For full-colour reverse type – minimum type size: 6 point.

Preferred lodgement is via email to [communications@qfvg.com.au](mailto:communications@qfvg.com.au) or for files over 10MB please use wetransfer.com or a comparable online file transfer site.

Contact QFVG if you have any questions about advert specifications on **07 3620 3844**.

## INSERTS & ONSETS

Inserts and onsets are available for inclusion within the Fruit & Vegetable News magazine. For booking and material deadlines, please refer to relevant magazine deadlines.

To maximise the advertising opportunity, QFVG will only accept one insert/onset per edition of the magazine.

The advertiser **MUST** provide the weight of the insert/onset at time of booking.

As the magazine is mechanically plastic wrapped, inserts/onserts must **NOT** be any larger than 195 mm x 270 mm, folded or flat, to ensure no interference with the bagging process.

### INSERT / ONSET SPECIFICATION

	MAXIMUM TRIM SIZE
INSERT / ONSET	195 mm x 270 mm
INSERT WEIGHT	COST
0 - 10 GRAMS	\$2,288
11+ GRAMS	\$2,745.60

## MAGAZINE FLYSHEET

The magazine flysheet is distributed with each magazine. Opportunities to advertise on this flysheet ensure high impact on receipt of the publication.

**Flysheet advertisements are in black and white only.**

TRIM SIZE (w x h)	COST
150 mm x 145 mm	\$1,144

If undeliverable, return to:  
Queensland Fruit & Vegetable Growers Ltd  
PO Box 12101,  
George Street QLD 4003

PRINT  
POST  
100003817

POSTAGE  
PAID  
AUSTRALIA

**QUEENSLAND FRUIT  
& VEGETABLE GROWERS**

<<ACCOUNT\_NAME>>  
<<FULL\_NAME>>  
<<ADDRESS>>  
<<CITY>> <<STATE>> <<POSTAL\_CODE>>  
<<COUNTRY>>

Not your address? Please notify QFVG if your details have changed.

Title:  
Full Name:  
Company Name:  
Postal Address:

Phone: 07 3620 3844  
Email: [communications@growcom.com.au](mailto:communications@growcom.com.au)

Fruit & Vegetable News is the official journal of Queensland Fruit & Vegetable Growers Ltd - representing the state's horticulture industry.

**Celebrate.  
Educate.  
Advocate.**

#YOH2023

## #SPONSORED EDM

Electronic Direct Mail (EDM) creates an important link between growers, researchers, agi-businesses and other industry stakeholders. Marketing to our database provides an opportunity for targeted advertising to individuals and companies in horticulture.

	COST
#Sponsored EDM	\$1,040

### DATABASE INFORMATION



**SUBSCRIBERS**  
**550+**



**OPEN RATE**  
**39.2%**



**CLICK RATE**  
**3.5%**

Industry average (Agriculture and Food Services)  
Open Rate: 20.0% | Click Rate: 2.99%

### PROCESS

**1. Develop your #sponsored EDM**

Our preference is for the advertiser to produce their own EDM via MailChimp and share the template. If the advertiser does not have capacity to do this, QFVG can work with the advertiser to develop a campaign.

**2. Share your #sponsored EDM with QFVG**

See the MailChimp tutorial on how to share a template here: <https://mailchimp.com/help/share-a-template/>

**3. QFVG will schedule the #sponsored EDM at an optimal time.**

### CONDITIONS

**The subject of each #sponsored EDM will be prefaced with:**

SPONSORED CONTENT |

**The following disclaimer will be displayed at the bottom of each #sponsored EDM.**

DISCLAIMER: This is a fee for service provided by QFVG. Opinions expressed by contributors are their own and not necessarily the views of QFVG. Material is subject to copyright and may not be reproduced in any form without permission. This service is provided by QFVG to advise industry of commercial opportunities, events, technologies and practices. The content is supplied by contributors so QFVG accepts no responsibility for omissions, typographical or printing errors, inaccuracies or changes that may take place after distribution. QFVG requires contributors to provide material complying with Australian laws relating to misleading or deceptive conduct and other unfair practices, discrimination, defamation, human rights and any other laws under which liability may be incurred by publication. QFVG accepts no responsibility for any breaches of these laws.

Level 2, 231 George Street  
Brisbane, Qld 4000

07 3620 3844  
[communications@qfvg.com.au](mailto:communications@qfvg.com.au)



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