

WORKING FOR WA GROWERS
SINCE 1948



WA Grower magazine

2020 MEDIA KIT

vegetablesWA

vegetablesWA has been the peak industry body representing vegetable growers in Western Australia for over 70 years.

Potato Growers Association of WA

The PGAWA are the peak industry body of the WA potato industry — representing potato growers across the state.

Pomewest

Pomewest is a subcommittee of the Agricultural Produce Commission's (APC) Pome, Citrus and Stone Fruit Committee. Pomewest provides services to the apple and pear growers throughout WA.

WA Citrus

WA Citrus is the industry body representing citrus growers and industry in Western Australia.

Stonefruit WA


Stonefruit WA is the industry body representing stonefruit growers and the industry in Western Australia.

THE WA GROWER MAGAZINE

The *WA Grower* is a **quarterly publication** produced by vegetablesWA, the Potato Growers Association of WA (PGAWA), Pomewest, WA Citrus and Stonefruit WA.

The magazine has a distribution of **over 1,600 copies** including every vegetable, potato, citrus, apple, pear and stonefruit grower across all growing regions of Western Australia, as well as other key stakeholders across the state and nationally.

The magazine provides information across a range of areas and is divided into sections; Your Industry Associations; Your Production; Tool Time; Your Industry; Your Business; Your Market; WA Potatoes; Pomewest, WA Citrus and Stonefruit WA. We also translate a range of articles into Vietnamese.

Survey results show that the majority of growers share their copy of the magazine with two or more people. Growers also said they keep the magazine to refer back to, which provides maximum exposure for advertisers. 

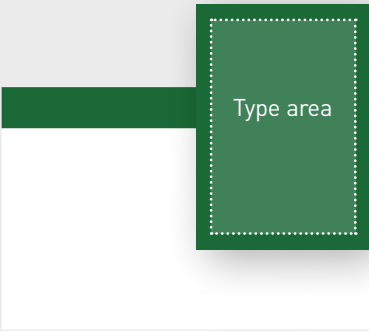

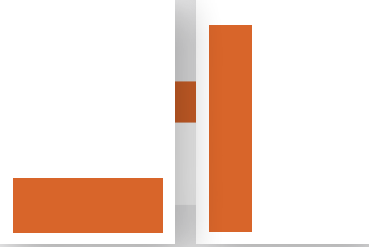
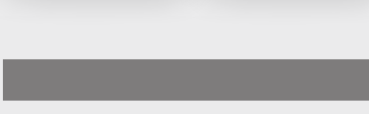


Potato Growers Association
of Western Australia Inc



vegetableswa.com.au

ADVERTISING RATES AND FORMAT

	ADVERT SIZE	\$ PER ISSUE	
		CASUAL	ANNUAL
	FULL PAGE		
	INSIDE	1,200	1,100 [^]
	INSIDE FRONT COVER OR INSIDE BACK COVER	1,650	1,500 [^]
	OUTSIDE BACK COVER	2,750	2,500
Trim size: 210mm(w) x 297mm(h) (plus 3mm bleed) Type area: 180mm(w) x 257mm(h)			
	HALF PAGE		
	180mm(w) x 125mm(h)	650	590
	ONE THIRD PAGE		
	180mm(w) x 80mm(h) or	520	475
	56mm(w) x 254mm(h)	520	475
	FLYSHEET ONE QUARTER PAGE		
	Black and white 132mm(w) x 80mm(h)		600

Note: All prices are plus GST and effective **Autumn 2020** issue
[^] Free advertorial if four consecutive issues are booked

FREE ADVERTORIAL

The *WA Grower* offers a free one page advertorial in one edition of the magazine to advertisers who commit to advertising in four consecutive editions.

Contact us for onserts or insert pricing.

ADVERTISING DEADLINES

EDITION	DEADLINE
AUTUMN 2020	14 February 2020
WINTER 2020	15 May 2020
SPRING 2020	14 August 2020
SUMMER 2020	6 November 2020

ARTWORK TECHNICAL REQUIREMENTS

All final art must be supplied in full CMYK colour format, as a 'Press Quality' PDF (i.e. 300dpi image resolution at the actual size used in the final artwork) with crop marks where appropriate (essential for full page ads). **Type on full page advertisements is to be kept within the type area — 180mm wide by 257mm high.** Fonts must be embedded.

DELIVERY

Please send press ready PDFs to:
Amber Atkinson
 Communications & Policy Officer
 E: amber.atkinson@vegetableswa.com.au

If you would like to be a part of the magazine or for any further information please contact:
Amber Atkinson, Communications and Policy Officer, vegetablesWA

702-704 Murray Street, West Perth WA 6005
 t: (08) 9486 7515
 e: amber.atkinson@vegetableswa.com.au

