



# Media & Advertising Opportunities

vegetablesWA





# About Us

## Advertising Enquiries

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

Funding for the vegetablesWA management comes from a fee for service paid by growers, which is then allocated to projects submitted to the Agricultural Produce Commission and Vegetable Producers Commission.

vegetablesWA helps growers navigate the complex issues of water efficiency, biosecurity and working with government agencies, while being at the forefront of industry research and development.

vegetablesWA provide business and language assistance to, and communicates expertly, to the Vietnamese grower community in WA. Truyen Vo, the dedicated Vietnamese Industry Extension Officer ensures that industry updates and education opportunities are accurately and suitably shared.

vegetablesWA produce a weekly e-newsletter of news and industry updates, which is circulated to more than 900 subscribers. Along with the Potato Growers Association of WA (PGAWA), Pomewest and WA Citrus, vegetablesWA produces the WA Grower each quarter that is distributed to over 1,600 growers and key stakeholders around the state and nationally.



# General Information

All advertising rates included in this document are listed in AUD and do not include GST.

There is a 75% charge for cancellations after material deadline for all advertising and campaigns.

vegetablesWA reserves the right to refuse any request for advertising.

vegetablesWA 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 advertisers or agents expense.

If design assistance is required, a fee of \$120 per hour will apply.

## INDUSTRY PARTNERS



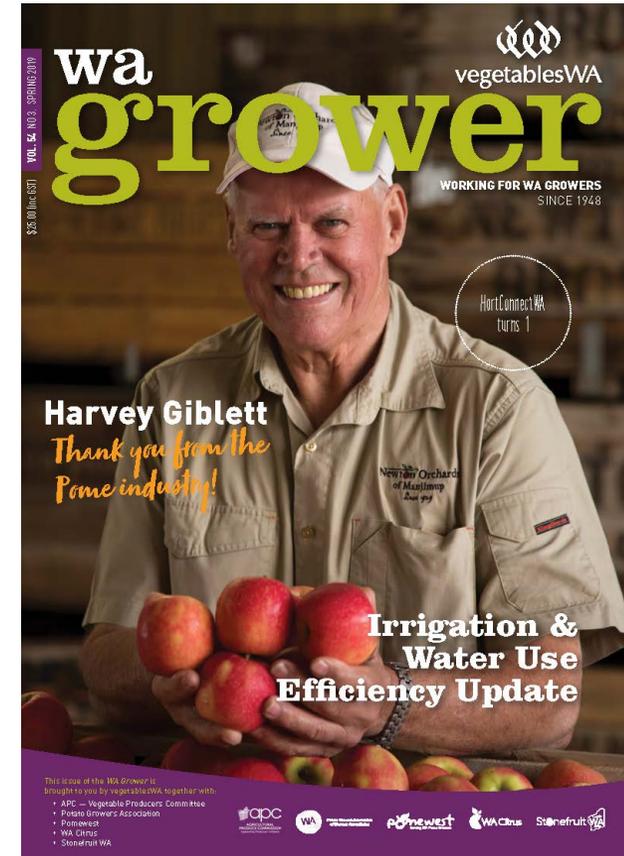
# Quarterly Magazine

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.



# Quarterly Magazine

FULL PAGE	CASUAL	ANNUAL
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	CASUAL	ANNUAL
180mm(w) x 125mm(h)	650	590

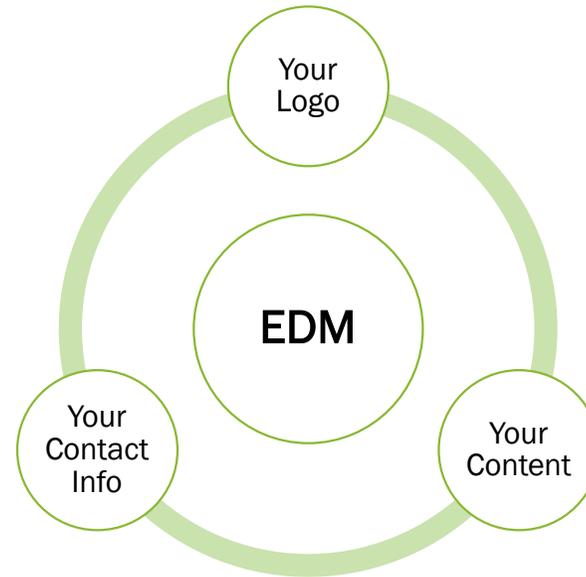
ONE THIRD PAGE	CASUAL	ANNUAL
180mm(w) x 80mm(h)	520	475
56mm(w) x 254mm(h)	520	475

ISSUE	DEADLINES
Autumn 2020	14 February 2020
Winter 2020	15 May 2020
Spring 2020	14 August 2020
Summer 2020	6 November 2020

# Sponsored EDM

vegetablesWA Electronic Direct Mail creates an important link between vegetable growers, researchers, agribusinesses and other industry stakeholders. With a circulation of over 900 industry members, marketing to our database provides an opportunity for targeted advertising to individuals and companies in horticulture.

This bi-monthly opportunity is available for \$1,279.



**ABC Report: Bushfires cutting off Nullarbor likely to cost millions and cause food shortages in Perth**

The peak body for road transport companies in WA warned the bushfires would start to have an impact on food prices and possibly medicines in Perth.

"Things that we are bringing across from the east ... things like cherries, stone fruit, watermelon, pumpkin, they'll run into short supply," Western Roads Federation CEO Cam Dumesny said.

"On the other side of the coin, our seafood, avocado and lettuce producers are having problems because we can't get their produce to market on the east coast."

[Read More](#)

**KEY EVENTS**

AgriFutures evokeAG, Food Farm Future 2020, 18-19 February 2020 [Book Now](#)

FoodEX Japan, 10-13 March 2020 [Book Now](#)

Syngenta 2020 Australian Melon Conference & Field Day, 30 March 2020 [Book Now](#)

Food and Hotel Asia Singapore, 31 March - 3 April 2020 [Book Now](#)

See all upcoming events at [vegetablesWA](#)

**Our State On A Plate visits P&A Farms**

When the producers of Our State On A Plate contacted vegetablesWA about showcasing a local vegetable producer, we suggested Vangel Panagiotidis from P&A Pan, located a short distance from Perth.

If you missed the season finale on Channel 9 last week, it's a great watch and a program that actively promotes buying and cooking with fresh, local, WA produce. [Watch here](#)



# Weekly Update EDM

The vegetablesWA Weekly Update e-newsletter creates an important link between vegetable growers, researchers, agribusinesses and other industry stakeholders. With a circulation of over 900 industry members, marketing to our database provides an opportunity for targeted advertising to individuals and companies in horticulture.

Artwork is due by close of business Friday the week prior to the Friday publication of the Weekly Update. Please provide any link required for the advert.

Adverts must be provided in RGB JPEG format at 150dpi.

## ADVERTISING RATES

Advert	Size	Cost
Premium Banner	<b>w 800px x h 300px</b>	\$650
First Box	<b>w 600px x h 600px</b>	\$300
Second Box	<b>w 600px x h 600px</b>	\$300



PREMIUM BANNER

BOX  
ADVERT

# vegetablesWA Webinar

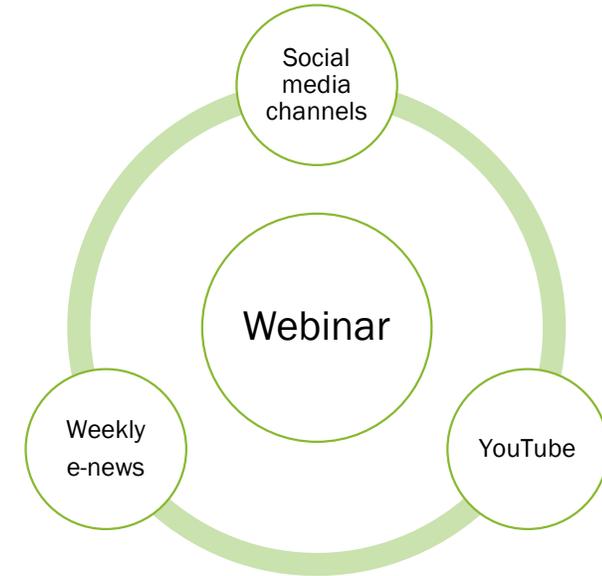
VegetablesWA webinars usually consist of a presentation followed by a Q&A session. Once the editing is complete, the webinar is shared to our network via YouTube, our private vegetablesWA Facebook grower group page and our weekly e-newsletter. We create our webinar using Zoom so all you need to participate is a phone or computer with video and audio.

We use webinars to do the following:

- Demonstrate products and services
- Expand on content, new policy or key topics
- Showcase your expertise

## Pre-recorded versus Live Webinars

During a live webinar, you're speaking in real time to your audience. You'll tell prospective attendees what time and date you'll host the webinar so they can tune in and watch it live. Live webinars let you speak directly to your audience and answer their questions as they come in. If you prefer to be able to edit out mistakes and uncomfortable situations or silences, a pre-recorded webinar may be more suitable as these can be edited post production.



Recording Type	Duration	Cost
Webinar pre-recorded	Up to 30 minutes	\$470
Webinar Live	Up to 30 minutes	\$990

\*Included in the cost of a live webinar is an announcement email and social media post inviting members to participate.

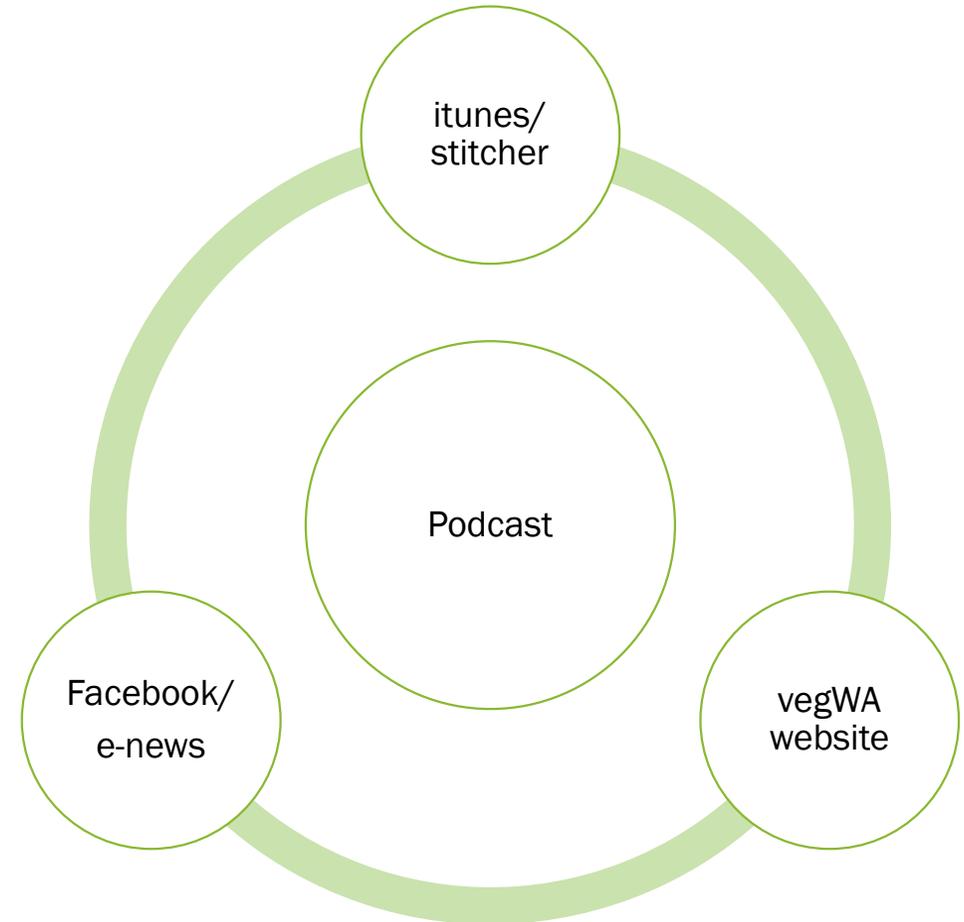
# vegetablesWA Podcast

VegetablesWA podcasts showcase the latest research and development, new products, company information, or general information related to the industry.

## We use podcasts to do the following:

- Demonstrate products and services  
Provide education to our grower audience
- Expand on content, new policy or key topics
- Showcase your expertise

Recording Type	Duration	Cost
Podcast pre-recorded	Up to 30 minutes	\$360
Podcast pre-recorded	Up to 60 minutes	\$450



# Promotional Recipe Video

We create a product similar to the extremely popular Tasty videos, which were made exclusively for Facebook's video features, which includes autoplay without sound when scrolling the News Feed. Each video features a fast motion format of an individual cooking an easy step-by-step recipe.

We will create a basic plan for each video and this will be sent to you for approval. For example:

- Scene 1: Recipe Title and logo.
- Scene 2: Take an overhead shot of the ingredients that will be used.
- Scene 3: Film a bird's-eye view of the vegetables being sautéed in the pan.

A one-minute time lapse video is the equivalent of a 15-minute video reel.

The final video will not include any voiceover but will include royalty free background music and be provided in MP4 format.

Investment:

- Single Video: \$500, plus ingredient costs
- 12 Video Series: \$5400, plus ingredient costs



# Direct Mailout to vegetablesWA Members

Direct mail is still a great way to reach your audience, grab their attention, and connect with them on a personal level. Recent statistics show that direct mail has a median ROI of 29%, putting the ROI in third behind email and social media marketing. Social media is ahead by only 1 percentage point.

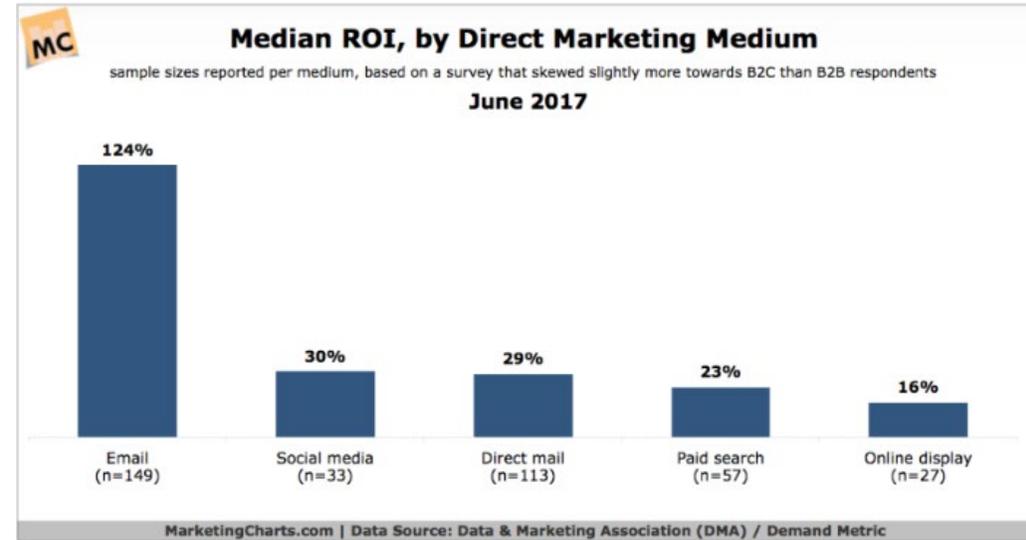
## Direct mail does the following:

- Works great with a digital marketing strategy
- Direct mail is trackable.
- Increases your brand awareness.
- Is for all age groups
- Direct mail is creative
- Direct mail is multi-sensory
- Direct mail is memorable

## Cost per mailout:

\$1,420

All completed DL sized envelopes are to be provided and we will facilitate the addressing and mailing to our members.





# For more information

Contact vegetablesWA on 0438 123 662

