

ADVERTISING RATES



The Australian Berry Journal is the industry journal for all the berry growers of Australia. The journal is being produced by Berries Australia and has been funded by Hort Innovation using research and development levies from the Blueberry Fund, Strawberry Fund and Raspberry & Blackberry Fund, and funds from the Australian Government.

The total Australian Berry industry is worth over \$1bn and is growing rapidly. The readers of this journal control the investment choices at a farm level so this is the best way to reach decision-makers across the berry industry – in trusted surroundings – and an ideal way to show your support for the growers in the industry.

For any advertising queries, please contact: **Kylie Thompson** | admin@berries.net.au | 0491 751 123

TO BOOK PLEASE VISIT:
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FOR CUSTOM PARTNERSHIP PACKAGES CONTACT:
Jen Rowling | jenrowling@berries.net.au | 0448 322 389

ADVERTISING OPPORTUNITIES

Current members of any Australian berry industry incorporated association qualify for MEMBER rates. The rates quoted **do not include artwork**.

RATES

AD SIZE	Non-Members 1 Edition	Member 1 Edition	Member 4 Editions
FULL PAGE	\$950	\$715	\$565
HALF PAGE	\$515	\$325	\$295
INSERTS	\$495	\$250	—

All prices are PER EDITION. All full colour. Prices include GST. Rates are set by the Berries Australia Committee to support the production of the larger journal. Prices apply to all bookings made from 1 January 2023.

PUBLICATION DEADLINES

JOURNAL	Edition	Booking Deadline	Artwork Deadline	Publication Date
AUTUMN 2023	14	30-Jan-23	30-Jan-23	10-Mar-23
WINTER 2023	15	01-May-23	01-May-23	09-Jun-23
SPRING 2023	16	31-Jul-23	31-Jul-23	08-Sep-23
SUMMER 2023	17	30-Oct-23	30-Oct-23	08-Dec-23
AUTUMN 2024	18	29-Jan-24	29-Jan-24	08-Mar-24
WINTER 2024	19	29-Apr-24	29-Apr-24	07-Jun-24

SPECIFICATIONS

FULL PAGE: 210 W x 297 H mm

HALF PAGE (Vertical): 105 W x 297 H mm

HALF PAGE (Horizontal): 210 W x 148.5 H mm

- All artwork to be supplied in InDesign/Illustrator/print ready PDF formats in full colour CMYK
- All fonts must be outlined or supplied separately
- All images to be supplied separately or embedded and must be minimum of 300dpi
- Artwork must be a minimum of 300dpi
- Convert all spot colours to CMYK before supplying artwork
- Include 3mm bleed on all artwork, please **DO NOT ADD ANY TRIM MARKS**
- Artwork can be created or amended for a small fee
- Supply all artwork to admin@berries.net.au via email or use wettransfer.com for files larger than 4MB
- Inserts maximum size is A4. Quantity & delivery address will be confirmed once booking has been completed.