



Rural business

A U S T R A L I A N
TREE **CROP**

2024 Media kits and ratecard

Rural business

MEDIA KIT 2024



ABOUT RURAL BUSINESS

Rural Business has earned a reputation as the rural supply industry's primary trade magazine for over 40 years.

It is the key source of information on products, services and people in the rural supply and distribution trade.

Our experienced and well-respected editors have worked in and reported on the rural industry for over 50 years, with long and established careers as award-winning agricultural writers.

Rural Business is now part of McPherson Media Group (MMG) which also has a proud history of rural publishing and is based at Shepparton in the Goulburn Valley where its roots are firmly in rural and regional Australia.

Our advertising sales team is headed by an industry veteran who has also spent decades in the rural sector across a range of key industry publications.

Together the team at MMG are there to support you and keep you up to date with industry and people news, industry and product insights, management advice and commentaries relevant to the rural supply sector and all those working in it.

We value our relationships with industry leaders, supply companies both large and small, and both the long established and newly emerging reseller groups and independent rural retailers.

We look forward to continuing our partnership with our readers and advertisers in the years ahead in both traditional print and online channels.

ADVERTISING ENQUIRIES

MMG Rural

www.mmgrural.com.au

Marc Wilson

Email: marc.wilson@mmg.com.au

Mobile: 0419 107 143

EDITORIAL ENQUIRIES

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Phone: Sophie Baldwin 0427 503 318

Andrew Mole 0419 132 369

PUBLISHER

McPherson Media Group

Email: publisher@mmg.com.au

Contact: 1300 282 944



RURAL BUSINESS magazine

Rural Business is a 'trade magazine' which exists specifically for the rural supply and distribution trade.

We are the official media partner of CropLife Australia and partner with Hort Connections. We also have a close working relationship with Agsafe, together with all major supply companies and rural reseller groups in Australia.

Our primary audience is the retail network that sells inputs to farmers (approx. 73 per cent of readers). These readers are the owners and managers of the retail businesses, and their employees, who provide products and advice and make product recommendations to farmers.

Our secondary audience is the supplier companies/manufacturers who sell these inputs to the retail network (approx. 27 per cent of readers). These suppliers are primarily crop protection, animal health, animal nutrition, livestock handling and EID, fencing, seed and fertiliser companies, together with technology suppliers.

Our supplier network readership is dominated by sales, marketing, technical/agronomy and logistics personnel. *Rural Business* provides a comprehensive series of Market Insights timed to provide specific product advice to help support customer enquiries for the products you sell.

Advertisers are invited to support their advertising with editorial for these

Market Insights and also for our popular 'Merchandise' section which features in every issue.

You should consider advertising in *Rural Business* magazine if you sell products and services to the rural retail distribution network, or you provide inputs, products and services to the companies that operate in the Australian agricultural marketplace.

Editorial tips:

TARGET YOUR ARTICLES TO OUR READERSHIP

Our readers work in the rural merchandise industry – as resellers, agronomists and advisers – or for the companies that supply them with ag & vet products, fertilisers, technology, etc. *Rural Business* is not read by farmers but by those who supply inputs and advice to them.

CIRCULATION AND FREQUENCY:

Rural Business is an A4 sized publication produced on quality stock.

The circulation of *Rural Business* is approximately 2500 with a very significant 'multiplier effect' of multiple readership both within rural stores and at head office companies, plus our website.

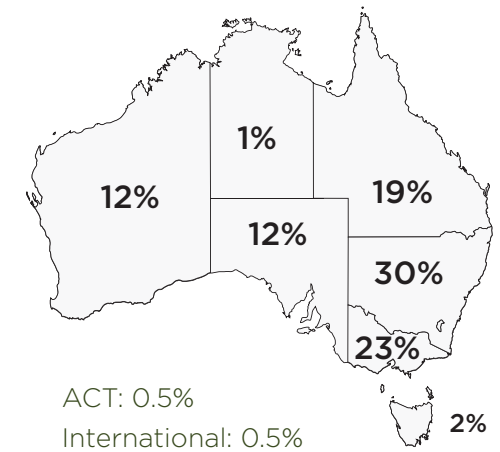
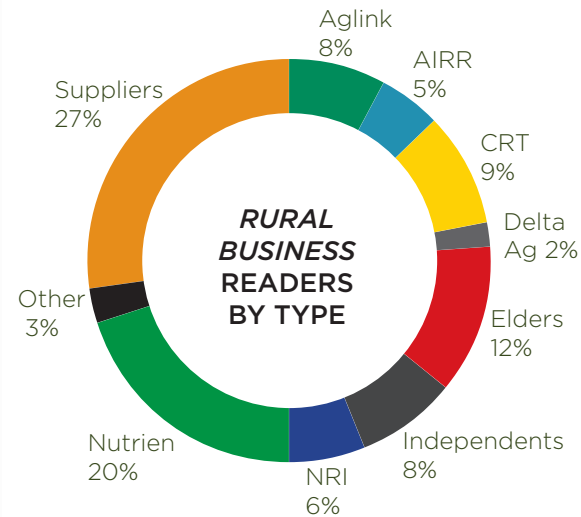
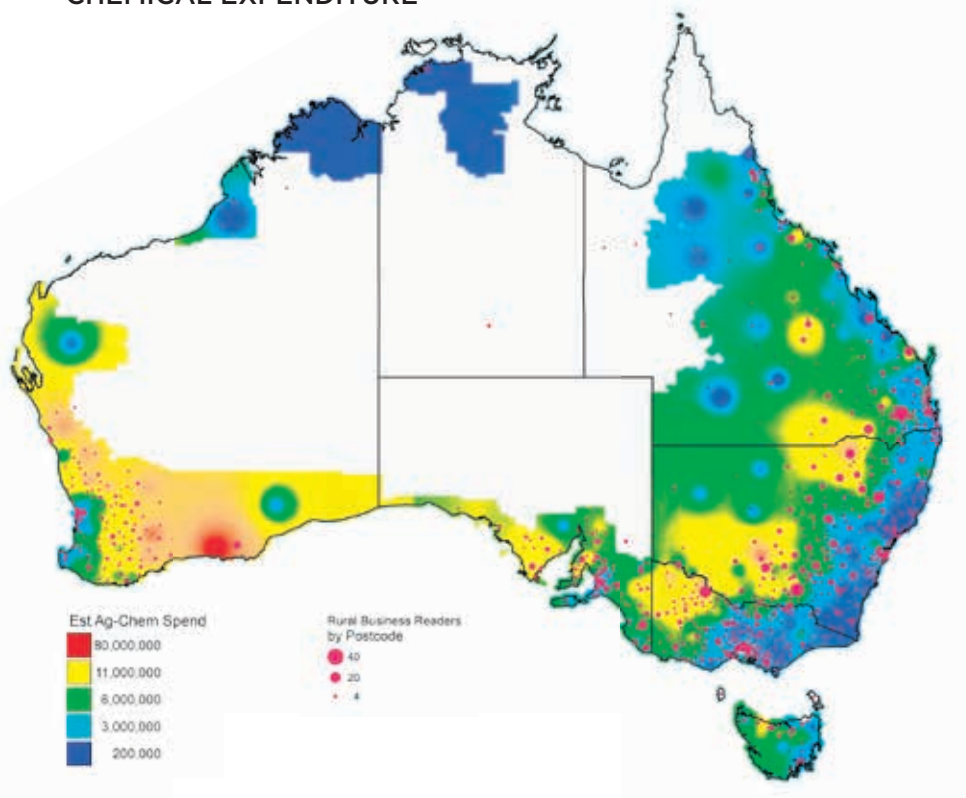
The magazine is published 11 times a year (Dec and Jan issues are combined).



RURAL BUSINESS magazine



RURAL BUSINESS READER AND AGRICULTURE CROP PROTECTION CHEMICAL EXPENDITURE







SUBSCRIBERS BY STATE

Copies distributed per issue 2500

VIC: 575 copies	NSW: 750 copies	TAS: 50 copies
WA: 300 copies	SA: 300 copies	ACT: 13 copies
QLD: 475 copies	NT: 25 copies	International: 13 copies

Market insights

SPECIAL TARGETED FEATURES

<p>FEBRUARY Knockdown & pre-emergent herbicides Cattle health Seed treatments & coatings</p> 	<p>MAY Post-emergent herbicides Rodent & vertebrate pest control Tropical agriculture & sugar cane</p> 	<p>AUGUST Sheep care & health Spring horticulture & viticulture Fodder conservation & pasture</p> 	<p>NOVEMBER Summer horticulture Business solutions & labour</p> 
<p>MARCH Fencing, livestock handling & ID Snail & slug control Fertilisers</p> 	<p>JUNE Technology in agriculture Cotton Product development & regulatory services</p> 	<p>SEPTEMBER Summer cropping Dairy Animal nutrition & supplements</p> 	<p>DECEMBER/JANUARY Seeds Summer fallow</p> 
<p>APRIL Adjuvants & spray application Winter pastures & forage Winter cropping</p> 	<p>JULY Water supply & irrigation Biologicals Fungicides</p> 	<p>OCTOBER Grain protection Specialty fertilisers & nutrition Resistance management</p> 	

RURAL BUSINESS magazine

EDITIONS AND DEADLINES

EDITION	CONTENT & BOOKING DEADLINE	ARTWORK DEADLINE
FEBRUARY 2024	Tuesday, 16 January	Wednesday, 24 January
MARCH 2024	Friday, 17 February	Friday, 24 February
APRIL 2024	Thursday, 14 March	Friday, 22 March
MAY 2024	Monday, 15 April	Tuesday, 23 April
JUNE 2024	Wednesday, 15 May	Thursday, 23 May
JULY 2024	Friday, 14 June	Monday, 24 June
AUGUST 2024	Tuesday, 16 July	Wednesday, 24 July
SEPTEMBER 2024	Friday, 16 August	Friday, 23 August
OCTOBER 2024	Monday, 16 September	Monday, 23 September
NOVEMBER 2024	Wednesday, 16 October	Thursday, 24 October
DECEMBER 2024	Friday, 15 November	Friday, 22 November

*Magazine distribution occurs around the middle of the cover month.





A U S T R A L I A N
TREE CROP

MEDIA KIT 2024

ABOUT AUSTRALIAN TREE CROP

Australian Tree Crop is Australia's premier magazine covering all tree crops from pome fruit, citrus, avocados, stone fruit and pip fruit, olives, to mangoes, other tropical fruits, almonds, macadamias, walnuts, chestnuts and even blueberries.

ADVERTISING ENQUIRIES

MMG Rural

www.mmgrural.com.au

Marc Wilson

Email: marc.wilson@mmg.com.au

Mobile: 0419 107 143

EDITORIAL ENQUIRIES

Email: editor@treecrop.com.au

Phone: Sophie Baldwin 0427 503 318

Andrew Mole 0419 132 369

PUBLISHER

McPherson Media Group

Email: publisher@mmg.com.au

Contact: 1300 282 944

GENERAL INFORMATION

Australian Tree Crop gets to the switched-on growers who are the powerhouse of the Australian tree cropping sector. It is widely read by growers, managers, advisors, agricultural supply companies and by the horticultural research community.



AUSTRALIAN TREE CROP magazine

Australian Tree Crop fills an important role in informing and educating tree crop growers, managers, and grower advisors on all aspects of tree crop production across all types of tree crops.

Its primary focus is on increasing grower productivity and profitability by harnessing the knowledge and tools to grow better crops, combat the ongoing challenges of pests and diseases, and get growers' produce to end user markets in the best condition to achieve the best price.

The great strength of *Tree Crop* is its sharing of cross-industry knowledge. Most often, what is learned and applies to one tree crop also applies to many others. This knowledge sharing is vital in improving overall tree crop profitability and strategic area wide management of pests and diseases.

Tree Crop also plays an important role in extending robust scientific and industry research into varieties and management practices; market access and improving the

understanding of storage and transport on crop quality.

Some of this research is well established but not yet widely adopted, while some is newly emerging. *Tree Crop* is fortunate in having some of the industry's leading experts regularly contributing research and technical articles.

Tree Crop also showcases the products and techniques from key agchem, nutrition and agtech suppliers which are helping improve all aspects of managing tree crops: Ag inputs and farm labour, harvest, packing, grading, postharvest treatments and storage. These insights, together with advice on implementing sound integrated pest management and resistance management strategies are aimed at improving success rates while reducing environmental impacts.

This helps growers adopt best practice along with the tools to improve their own orchards and plantations.



AUSTRALIAN TREE CROP magazine

TARGET MARKET:

The primary audience of *Australian Tree Crop* magazine are the growers of pome fruit, stone fruit, almonds, macadamias, citrus, avocados, speciality and tropical trees, mangoes, olives and other tree crops throughout Australia.

These readers are primarily the owners, managers, and employees of these tree crop enterprises. Our readers account for at least 80% of production in each of these market segments. This includes large corporate growers and both large and small family farms.

The secondary audience of *Australian Tree Crop* magazine are the advisers, researchers, horticulturalists, agronomists and suppliers who provide services, advice and inputs to the tree crop producers. This includes crop inputs like agchems and fertiliser, orchard machinery, processing and storage products and services — providing a two-way exchange of information to the farm from the suppliers and advisors, and vice versa.

Australian Tree Crop magazine has a 'featured crops' section in each issue and a comprehensive series of 'special features' aimed at the seasonal demand for

information. The magazine also has a 'new products' section giving advertisers the opportunity to promote new products and services at any time.

Advertisers are invited to support their advertising with editorial for these features. You should consider advertising in *Australian Tree Crop* magazine if you sell products and services to those growers producing pome fruit, stone fruit, cherries, citrus, avocados, mangoes, other tropical and subtropical crops, olives, native fruits, coffee, almonds, macadamias, walnuts and other nuts and blueberries.

Australian Tree Crop magazine is an A4 sized publication produced on quality stock. The circulation is approximately 2200 and is published six times a year between January and December.

The magazine is also available online via the *Australian Tree Crop* magazine website.

DISTRIBUTION:

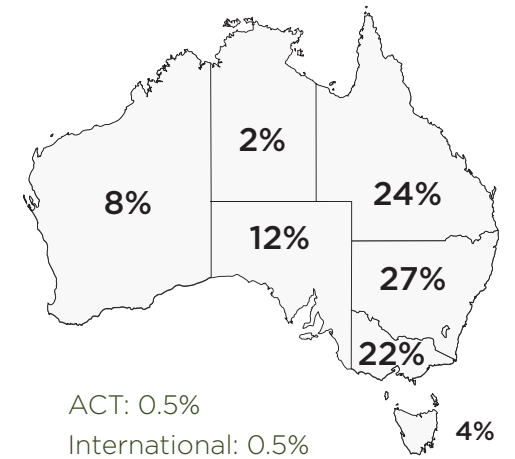
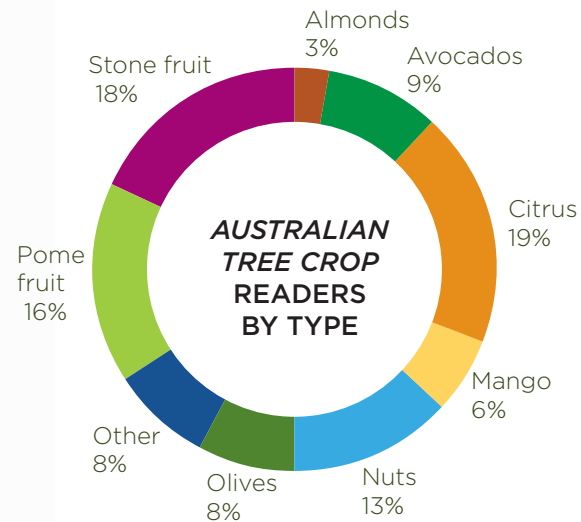
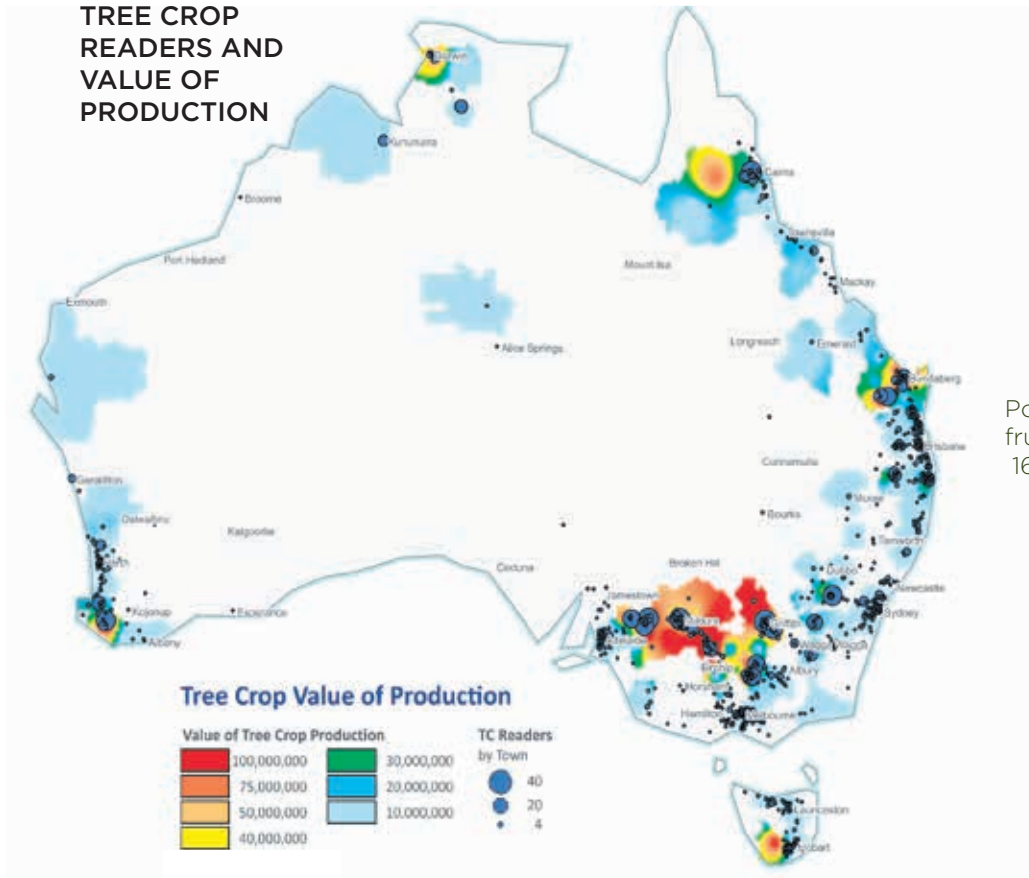
Australian Tree Crop is sent free to growers, major agricultural suppliers, advisers, researchers and advertisers, keeping all up to date with the latest industry developments.



AUSTRALIAN TREE CROP magazine



TREE CROP READERS AND VALUE OF PRODUCTION



SUBSCRIBERS BY STATE

Copies distributed per issue	Total
VIC: 484 copies	2200
WA: 176 copies	
QLD: 528 copies	
NSW: 594 copies	
SA: 264 copies	
NT: 44 copies	
TAS: 88 copies	
ACT: 11 copies	
International: 11 copies	

Special Features

AUSTRALIAN TREE CROP TARGETED FEATURES



AUSTRALIAN TREE CROP magazine

EDITIONS AND DEADLINES

EDITION	CONTENT & BOOKING DEADLINE	ARTWORK DEADLINE
FEBRUARY/MARCH 2024	Tuesday, 23 January	Thursday, 1 February
APRIL/MAY 2024	Tuesday, 26 March	Friday, 5 April
JUNE/JULY 2024	Tuesday, 28 May	Friday, 7 June
AUGUST/SEPTEMBER 2024	Friday, 26 July	Monday, 5 August
OCTOBER/NOVEMBER 2024	Thursday, 26 September	Friday, 4 October
DECEMBER/JAN 2024-2025	Wednesday, 20 November	Thursday, 28 November

*Issues are posted in the middle of the published period.



Advertising Rates

PRINT RATES — **RURAL BUSINESS** and **AUSTRALIAN TREE CROP**

ADVERT SIZE	RATE*		RATE*
Double page	\$5,400	Agency commission	+10%
Full page	\$3,000		
Half page	\$2,100	INSERTS	
One-third page	\$1,400	Loose - Single A4 or smaller	\$2,500
Quarter page	\$1,100	Larger than A4 - folded to fit	P.O.A
Flysheet	\$2,100		

DIGITAL MEDIA OPTIONS

ADVERT SIZE	OPPORTUNITY COST
Leaderboard	\$350 per month +GST
Medium rectangle (MREC)	\$250 per month +GST
Banner	\$250 per month +GST
EDM	Price on application *Subject to availability



*All prices exclude GST. All rates in Australian Dollars.

Material specifications

PRINT

PRINT **RURAL BUSINESS** and **AUSTRALIAN TREE CROP**

DIMENSIONS		WIDTH X HEIGHT
Double page	Trim incl. 3mm bleed and crop marks	420mm x 297mm 426mm x 303mm
Full page (A4)	Trim incl. 3mm bleed and crop marks	210mm x 297mm 216mm x 303mm
Half page	Horizontal	188mm x 125mm
	Vertical	90mm x 245mm
One-third page	Horizontal	188mm x 85mm
	Vertical	58mm x 245mm
Quarter page	Horizontal	188mm x 65mm
	Rectangle	90mm x 125mm
Flysheet	Horizontal	297mm x 105mm

DIGITAL **RURAL BUSINESS** and **AUSTRALIAN TREE CROP**

DIGITAL DISPLAY	SIZE (PX) WxH
Leaderboard	728 x 90
Medium rectangle (MREC)	300 x 250
Banner	468 x 60

MATERIAL

Advertising material should be supplied as an Acrobat PDF - optimised with hi-resolution graphics and fonts embedded — distilled for final CMYK output at 300dpi.

All Full page and Double page spread PDFs must include crop marks and 3mm bleed all round.



WARRANTY & INDEMNITY: Advertisers and /or advertising agencies upon and by lodging material with publishers, McPherson Newspapers Pty Ltd (ABN 89 004 522 794), for publication in RURAL BUSINESS, or TREE CROP magazine or authorised or approving of the publication of any material, indemnify the publisher, its servants and agents against all liability, claims or proceedings whatsoever arising from the publication, and without limiting the generality of the foregoing, or trade practices, royalties or violation of rights of privacy, and warrant that the material complies with all relevant laws and regulations and that its publication will not give rise to any rights against or liabilities in the publisher, its servant or agents.

Advertising material should be supplied as a jpg, gif, HTML5 or png. Please provide your HTML5 ads in a Zip file, with the ad contents not nested within any other folders. Website homepage, TV advertisements run as 25% share of voice. Contact Ag Communication Solutions for our digital rates. Ag Communication Solutions can

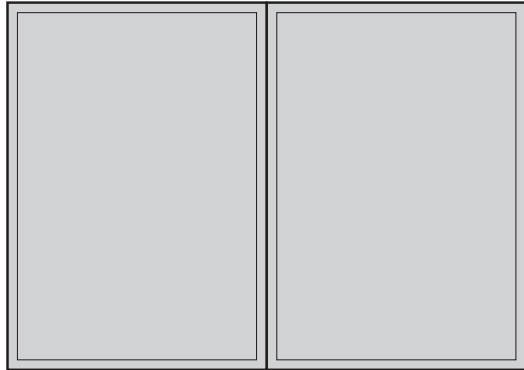
arrange to design and produce your ad. Call for details. Fees may apply if files supplied incorrectly. Bookings commence first day of month. Newsletter banner (468 x 60px) 100% share of voice. We can only accept gif or jpg files for Newsletter banner as HTML does not travel by email.

DIGITAL

Advertising dimensions

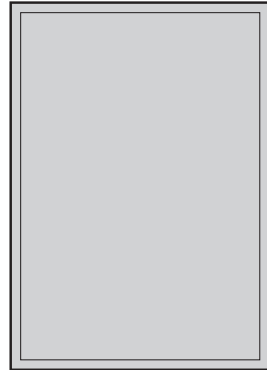


PRINT **RURAL BUSINESS** and **AUSTRALIAN TREE CROP**



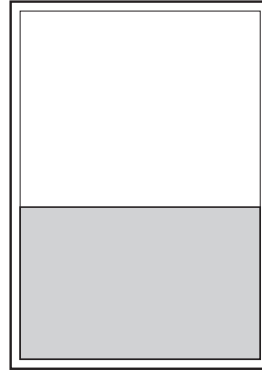
Double page

420 mm x 297 mm
+3 mm bleed



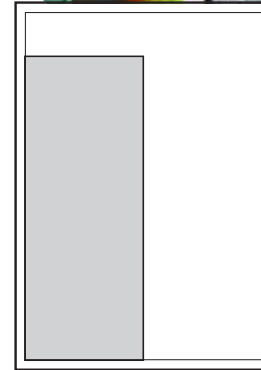
Full page

210 mm x 297 mm
+3 mm bleed



Half page horizontal

188 mm x 125 mm



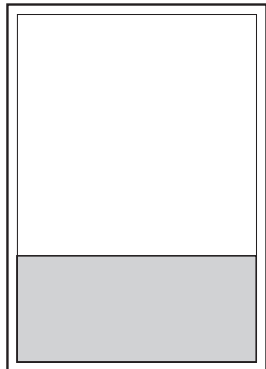
Half page vertical

90 mm x 245 mm

DOWNLOAD THE INDESIGN TEMPLATES

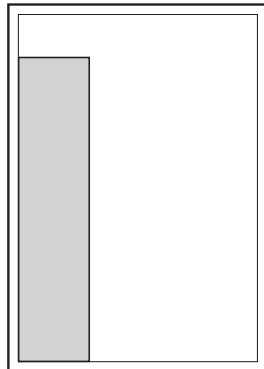
[Click here](https://www.dropbox.com/scl/fi/7jn2qrzz2-f4p1x8ighvq/Rural-Business-and-Australian-Tree-Crop-templates.zip?rlkey=id9lx99rc-4qmbv5htn3se6qws&dl=0)

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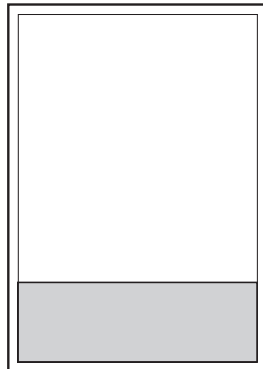
One-third page horizontal

188mm x 85mm



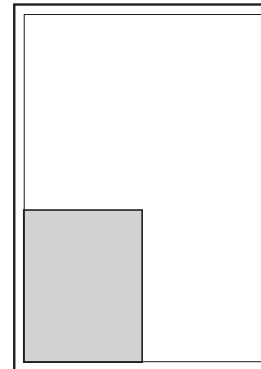
One-third page vertical

58mm x 245mm



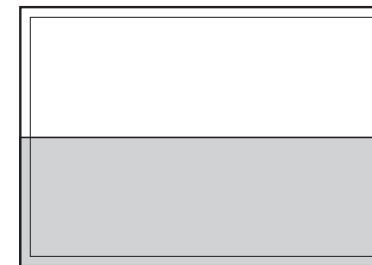
Quarter page horizontal

188 mm x 65 mm



Quarter page rectangle

90mm x 125mm



Flysheet

297mm x 105mm

Key contacts

ADVERTISING ENQUIRIES

MMG Rural

www.mmgrural.com.au

Marc Wilson

Email: marc.wilson@mmg.com.au

Mobile: 0419 107 143

EDITORIAL ENQUIRIES

Email: editor@rbmagazine.com.au

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