



*Rural* business

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

2026 Media kits and ratecard

# *Rural* business

MEDIA KIT 2026



# 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 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](http://www.mmgrural.com.au)

Marc Wilson

Email: [marc.wilson@mmg.com.au](mailto:marc.wilson@mmg.com.au)

Mobile: 0419 107 143

## EDITORIAL ENQUIRIES

Email: [editor@rbmagazine.com.au](mailto:editor@rbmagazine.com.au)

Phone: Natasha Lobban 0410 922 451

## PUBLISHER

McPherson Media Group

Email: [publisher@mmg.com.au](mailto: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:

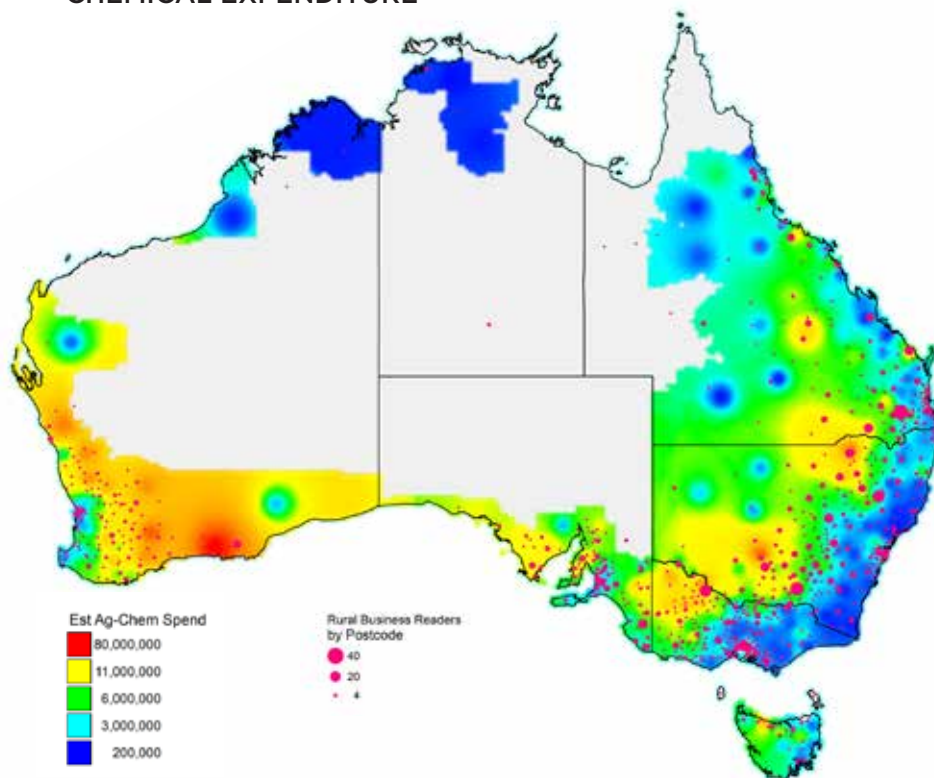
*Rural Business* is an A4 sized publication produced on quality stock.

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.

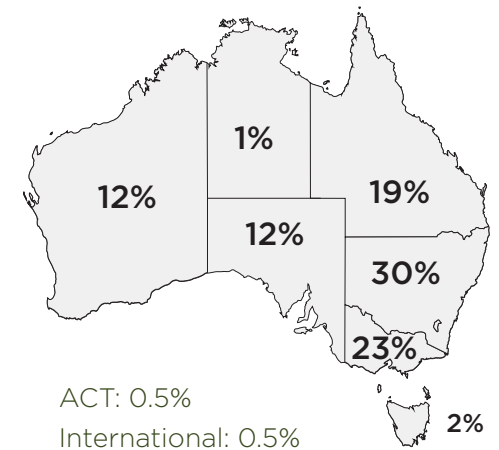
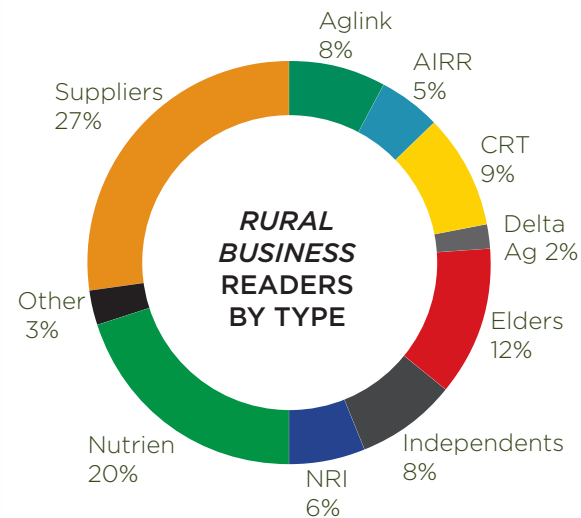
The magazine is published 11 times a year (Dec and Jan issues are combined).

# RURAL BUSINESS magazine

## RURAL BUSINESS READER AND AGRICULTURE CROP PROTECTION CHEMICAL EXPENDITURE



**kynetec**  
INCORPORATING  
**NEIL CLARK**  
2133 0004  
Source: ABS, Rural Business



## SUBSCRIBERS BY STATE

Copies distributed per issue ..... 2541

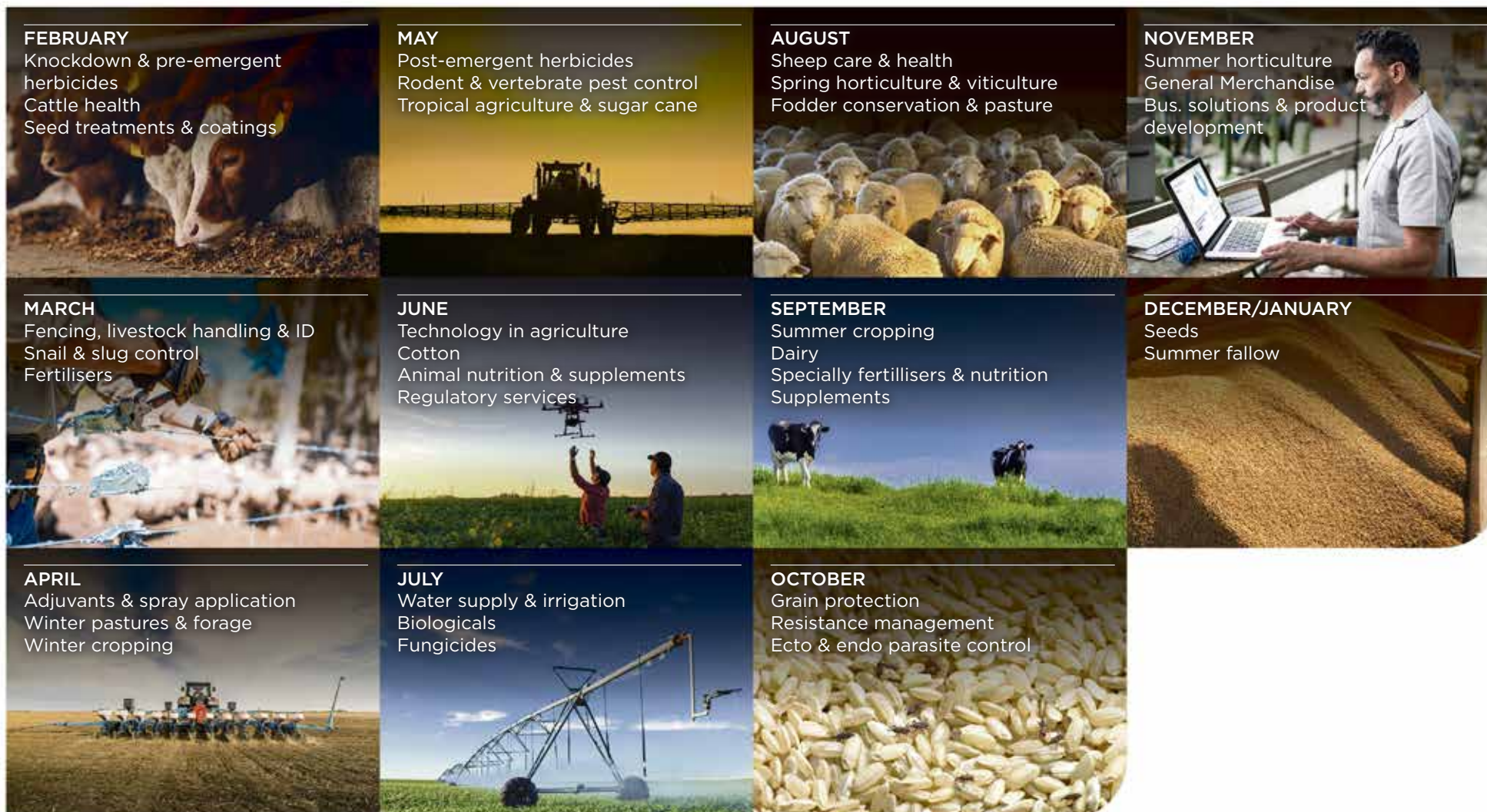
VIC: 591 copies  
WA: 300 copies  
QLD: 488 copies

NSW: 750 copies  
SA: 300 copies  
NT: 25 copies

TAS: 61 copies  
ACT: 13 copies  
International: 13 copies

# Market insights

## SPECIAL TARGETED FEATURES



# RURAL BUSINESS magazine

## EDITIONS AND DEADLINES

| EDITION        | CONTENT & BOOKING DEADLINE | ARTWORK DEADLINE       |
|----------------|----------------------------|------------------------|
| SEPTEMBER 2025 | Monday, 19 August          | Tuesday, 27 August     |
| OCTOBER 2025   | Wednesday, 18 September    | Thursday, 26 September |
| NOVEMBER 2025  | Friday, 18 October         | Saturday, 26 October   |
| DECEMBER 2025  | Monday, 18 November        | Tuesday, 26 November   |
| FEBRUARY 2026  | Thursday, 22 January       | Thursday, 29 January   |
| MARCH 2026     | Monday, 16 February        | Monday, 23 February    |
| APRIL 2026     | Monday, 16 March           | Monday, 23 March       |
| MAY 2026       | Monday, 16 April           | Wednesday, 22 April    |
| JUNE 2026      | Friday, 15 May             | Friday, 22 May         |
| JULY 2026      | Monday, 15 June            | Monday, 22 June        |
| AUGUST 2026    | Wednesday, 15 July         | Wednesday, 22 July     |
| SEPTEMBER 2026 | Friday, 14 August          | Friday, 21 August      |
| OCTOBER 2026   | Tuesday, 15 September      | Tuesday, 22 September  |
| NOVEMBER 2026  | Thursday, 15 October       | Thursday, 22 October   |
| DECEMBER 2026  | Monday, 16 November        | Friday, 21 November    |

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

NB — Advertising cancellations made after the booking deadline for the respective publication will incur a 50% surcharge on the agreed rate.





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

MEDIA KIT 2026

# 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](http://www.mmgrural.com.au)

Marc Wilson

Email: [marc.wilson@mmg.com.au](mailto:marc.wilson@mmg.com.au)

Mobile: 0419 107 143

## EDITORIAL ENQUIRIES

Email: [editor@treecrop.com.au](mailto:editor@treecrop.com.au)

Phone: Natasha Lobban 0410 922 451

## PUBLISHER

McPherson Media Group

Email: [publisher@mmg.com.au](mailto: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.



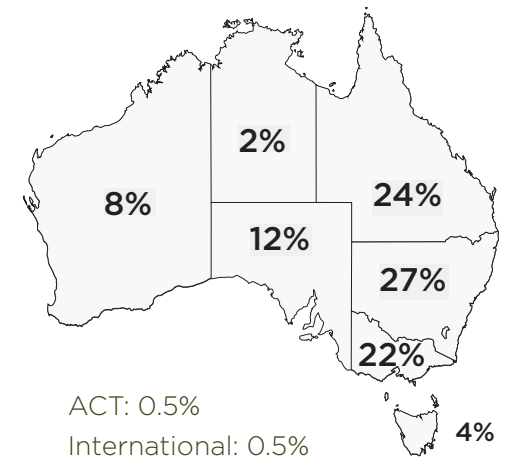
# TREE CROP READERS AND VALUE OF PRODUCTION

**Value of Tree Crop Production**

|             |            |
|-------------|------------|
| 100,000,000 | 30,000,000 |
| 75,000,000  | 20,000,000 |
| 50,000,000  | 10,000,000 |
| 40,000,000  |            |

**TC Readers by Town**

|    |
|----|
| 40 |
| 20 |
| 4  |



|                                    |      |
|------------------------------------|------|
| Copies distributed per issue ..... | 2200 |
|------------------------------------|------|

TAS: 88 copies

ACT: 11 copies

International: 11

# Special Features

## AUSTRALIAN TREE CROP TARGETED FEATURES

### DECEMBER/JANUARY

Almonds.....Postharvest  
Olives.....Business solutions & labour



### JUNE/JULY

Nuts.....Technology in agriculture  
Mangoes.....Flowering, thinning & PGRs  
.....Establishment & maintenance



### FEBRUARY/MARCH

Macadamias.....Tractors & machinery  
Specialty tree crops.....Packaging & labelling  
.....Pruning



### AUGUST/SEPTEMBER

Cherries.....Water supply & irrigation  
Tropical tree crops.....Disease & weed control  
.....Harvesting equipment



### APRIL/MAY

Avocado.....Spraying equipment & application  
Citrus.....Marketing & export



### OCTOBER/NOVEMBER

Pome fruit.....Fertilisers & nutrition  
Stone fruit.....Insect & mite control  
.....Organic farming



# AUSTRALIAN TREE CROP magazine

## EDITIONS AND DEADLINES

| EDITION                | CONTENT & BOOKING DEADLINE | ARTWORK DEADLINE      |
|------------------------|----------------------------|-----------------------|
| OCTOBER/NOVEMBER 2025  | Monday, 30 September       | Tuesday, 8 October    |
| DECEMBER/JANUARY 2025  | Wednesday, 20 November     | Thursday, 28 November |
| FEBRUARY/MARCH 2026    | Friday, 6 February         | Friday, 13 February   |
| APRIL/MAY 2026         | Friday, 3 April            | Friday, 10 April      |
| JUNE/JULY 2026         | Friday, 30 May             | Friday, 12 June       |
| AUGUST/SEPTEMBER 2026  | Friday, 7 August           | Friday, 14 August     |
| OCTOBER/NOVEMBER 2026  | Friday, 9 October          | Friday, 16 October    |
| DECEMBER/JAN 2026-2027 | Friday, 27 November        | Friday, 4 December    |



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

NB — Advertising cancellations made after the booking deadline for the respective publication will incur a 50% surcharge on the agreed rate.

# Advertising Rates

## DISPLAY ADVERTISING 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 | <b>INSERT ONLY RATES</b>       |         |
| One-third page | \$1,400 | Loose – Single A4 or smaller   | \$2,500 |
| Quarter page   | \$1,100 |                                |         |
| Flysheet       | \$2,200 | Larger than A4 – folded to fit | P.O.A   |

## DIGITAL MEDIA OPTIONS

| ADVERT SIZE                 | OPPORTUNITY COST                                 |
|-----------------------------|--------------------------------------------------|
| Leaderboard                 | \$500 per month +GST                             |
| Medium rectangle (MREC)     | \$350 per month +GST                             |
| Banner                      | \$350 per month +GST                             |
| Digital Package (all three) | \$1000 per month +GST                            |
| EDM                         | Price on application<br>*Subject to availability |



# Material specifications

## PRINT

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

| DIMENSIONS     |                                | WIDTH X HEIGHT |
|----------------|--------------------------------|----------------|
| Double page    | Trim                           | 420mm x 297mm  |
|                | incl. 3mm bleed and crop marks | 426mm x 303mm  |
| Full page (A4) | Trim                           | 210mm x 297mm  |
|                | incl. 3mm bleed and crop marks | 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

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

| DIGITAL DISPLAY         | SIZE (PX) WxH |
|-------------------------|---------------|
| Leaderboard             | 728 x 90      |
| Medium rectangle (MREC) | 300 x 250     |
| Mobile banner           | 320 x 50      |
| EDM Banner              | 468 x 60      |

### MATERIAL

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

All Full page and Double page spread PDFs must include 3mm bleed all round (no crop marks required)



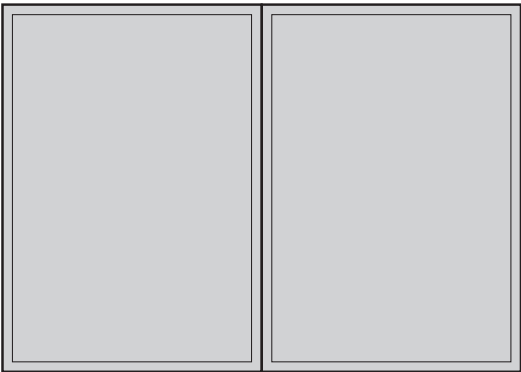
**WARRANTY & INDEMNITY:** Advertisers and /or advertising agencies upon and by lodging material with publishers, McPherson Newspapers Pty Ltd (ABN 89 004 522 794), for publication in RURAL BUSINESS, or TREE CROP magazine or authorised or approving of the publication of any material, indemnify the publisher, 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.

Digital 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. Contact MMG Rural for our digital rates. MMG Rural can arrange to design and produce your ad. Call for details.

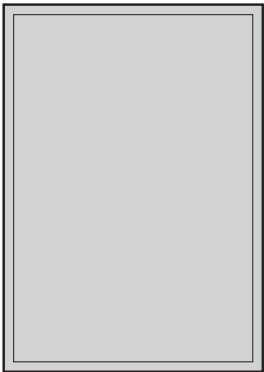
Fees may apply if files supplied incorrectly. Bookings commence first day of month. Newsletter banner (468 x 60px) 100% share of voice. We can only accept gif or jpg files for Newsletter banner as HTML does not travel by email.

# Advertising dimensions

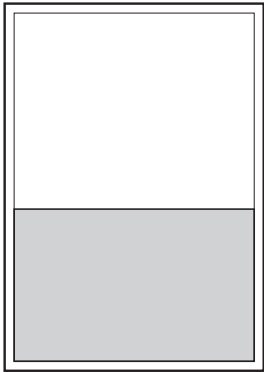
PRINT **RURAL BUSINESS** and **AUSTRALIAN TREE CROP**



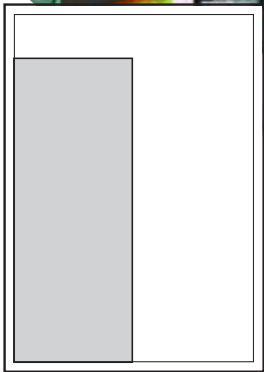
**Double page**  
420 mm x 297 mm  
+3mm bleed



**Full page**  
210 mm x 297 mm  
+3mm bleed



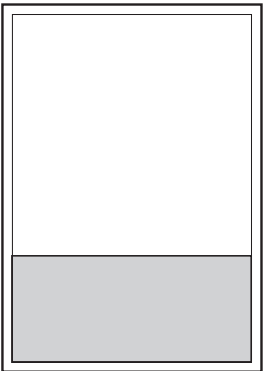
**Half page horizontal**  
188 mm x 125 mm



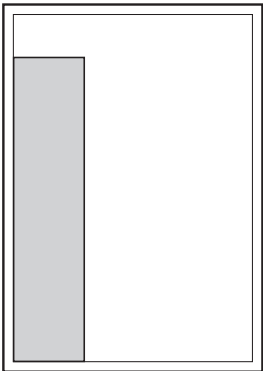
**Half page vertical**  
90 mm x 245 mm

**DOWNLOAD  
THE INDESIGN  
TEMPLATES**  
[Click here](https://drive.google.com/file/d/1p3cbDqC-naxx8KzPkT7bY9e3LwNvXlypR/view?usp=sharing)

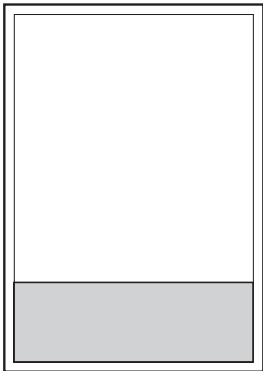
<https://drive.google.com/file/d/1p3cbDqC-naxx8KzPkT7bY9e3LwNvXlypR/view?usp=sharing>



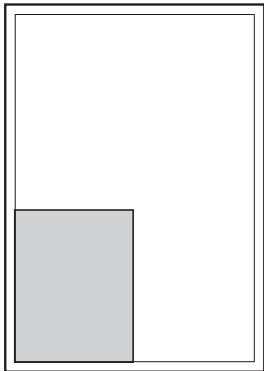
**One-third page horizontal**  
188mm x 85mm



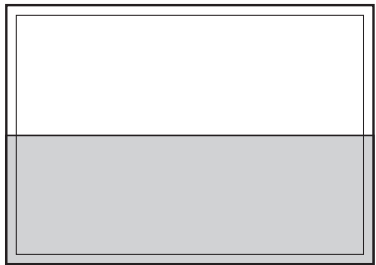
**One-third page vertical**  
58mm x 245mm



**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](http://www.mmgrural.com.au)

Marc Wilson

Email: [marc.wilson@mmg.com.au](mailto:marc.wilson@mmg.com.au)

Mobile: 0419 107 143

### EDITORIAL ENQUIRIES

Email: [editor@rbmagazine.com.au](mailto:editor@rbmagazine.com.au)

Email: [editor@treecrop.com.au](mailto:editor@treecrop.com.au)

Phone: Natasha Lobban 0410 922 451