

MEDIA KIT

agribusiness

PRODUCED FOR THE BENEFIT OF AUSTRALIAN GROWERS BY

GLENCORE
AGRICULTURE



**AGRI BUSINESS MAGAZINE
CAN BE VIEWED ONLINE AT
GLENCOREAGRICULTURE.COM.AU**

**Agri Business is produced for
the benefit of Australian growers
by Glencore Agriculture.**

The magazine supports growers by providing informative articles on domestic and global grain markets, research and development results, cropping and farm management best practice and the Australian agriculture industry.



**14,000
circulation**



Agri Business is one of the most highly regarded sources of information for growers in Australia.

The targeted, direct mailed circulation of 14,000 achieves cut through to every major growing operation in Australia.

Plus, our reader survey shows that *Ari Business* has outstanding penetration: in 32.8 per cent of farm households, it is read by two people and in 15 per cent of households it is read by three or more people.

‘Keep it up! This is one of the more relevant publications I have read.’
Western Australia

‘It is one of the valuable publications we use to keep up to date with farming practice.’
South East, South Australia

‘Great magazine, enjoy the scientific and research updates and market intelligence.’
South West, Victoria

‘I enjoy reading the magazine. Good publication and an excellent resource to keep for the future.’
Yorke Peninsula, South Australia

‘Good, well written informative articles – keep it up!’
Western Downs, Queensland

‘Love the farmer profiles – seeing successful farmers up close. Keep up the good work.’
Victoria

‘Find the magazine very interesting and helps me with ideas too.’
Adelaide Plains, South Australia



Advertising rates

Businesses advertising in *Agri Business* can choose from a range of options.

PAGE SIZE	CASUAL RATE	2 X BUY RATE
Full Page	\$2,663	\$2,530
1/2 Page	\$1,494	\$1,419
1/3 Page	\$1,015	\$965
Flyer insert (DL or A5 equivalent)	\$3,994**	

PREFERRED POSITION LOADINGS*	
Inside front cover	20%
Inside back cover	15%
Back cover	30%

*Subject to availability

All rates are full CMYK. All rates exclude GST.




**Artwork needs to be printed and supplied prior to distribution. Flyer inserts are packed within *Agri Business*' distribution slip. Refer to material deadlines below.

Edition/distribution**

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
March (pre-seeding)	25 January	6 February
September (pre-harvest)	14 July	25 July

**Distribution times are subject to change

Mechanical details

 Full page trim	210 x 297mm high (5 mm bleed, no trim marks, 220 x 307mm)
 1/2 page landscape	210 x 148.5mm high (5 mm bleed, no trim marks, 220 x 158.5mm)
 1/3 page landscape	178.3 x 86mm high (No bleed, no trim marks)

Material requirements

Material to be supplied as a PDF document built to the size of the ad booked. The PDF file is to be created using Adobe InDesign® or Adobe Acrobat Distiller® with all fonts embedded and using print settings with images at a minimum of 300dpi. Minimum text size is 6pt. All graphics/colours must be supplied in CMYK format, not RGB. Spot colour ads must also be supplied in a CMYK format. Material can be sent via e-mail if smaller than 5MB when attached.

All advertising material can be sent to:
kelly.cummings@glencoreagri.com.au

Design and production of all advertisements required to be paper set, will be charged at trade rates.

Circulation 14,000

SA 4000, WA 3500, NSW 2500, Vic 2500 & QLD 500

Contact

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E: kelly.cummings@glencoreagri.com.au

Terms and conditions

All advertising content is subject to the approval of the Editor of *Agri Business*. Cancellations must be in writing and received no later than the booking deadline for each edition. Payment for advertising booked and accepted is required within fourteen days of the date on invoice. Placement and positioning of advertisements is at the discretion of *Agri Business*, unless a loaded position has been booked.