

# Fruit & Vegetable NEWS

## MEDIA KIT

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2025



QUEENSLAND FRUIT  
& VEGETABLE GROWERS



## ABOUT QFVG

Queensland Fruit & Vegetable Growers (QFVG) is the state industry body representing Queensland's commercial fruit, vegetable and nut growers.

To us, horticulture is the most vital industry in the world. We exist to ensure strength in the horticultural industry for generations to come. We provide the voice for horticultural growers in Queensland and are a valued service delivery partner.

QFVG operates a dedicated project delivery arm, Growcom. It is our belief that outcomes can only be achieved with the grower at the centre of what we do. We continually strive to be the provider of choice and to be recognised for our high-quality delivery. Our humanistic approach is that all services must be practical, useful, and relevant to growers.

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## ADVERTISING ENQUIRIES

### **PULSE HUB PTY LTD**

[www.pulsehub.com.au](http://www.pulsehub.com.au)

Justin Bowler  
0429 699 553  
[Justin.bowler@mmg.com.au](mailto:Justin.bowler@mmg.com.au)

## EDITORIAL ENQUIRIES

### **NATALIE BRADY**

QFVG Communications Manager

07 3620 3863  
[communications@qfvg.com.au](mailto:communications@qfvg.com.au)

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## GENERAL INFORMATION

All advertising rates listed in this document are in Australian dollars (AUD) and do not include GST.

QFVG reserves the right to refuse any requests for advertising. QFVG 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 advertiser or agents expense.

All rates are effective until 31 December 2025 and are subject to change.

Rates listed are for space only and do not include any alterations to supplied advertisements.

Advertisers who cancel a placement after the Content & Booking Deadline will be charged 50% of the total placement price.

Pulse Hub commission: 20%

## FRUIT & VEGETABLE NEWS

Queensland Fruit & Vegetable Growers (QFVG's) flagship print publication, Fruit & Vegetable News has been read by the organisation's members and those with a vested interest in the horticulture industry since the 1950s.

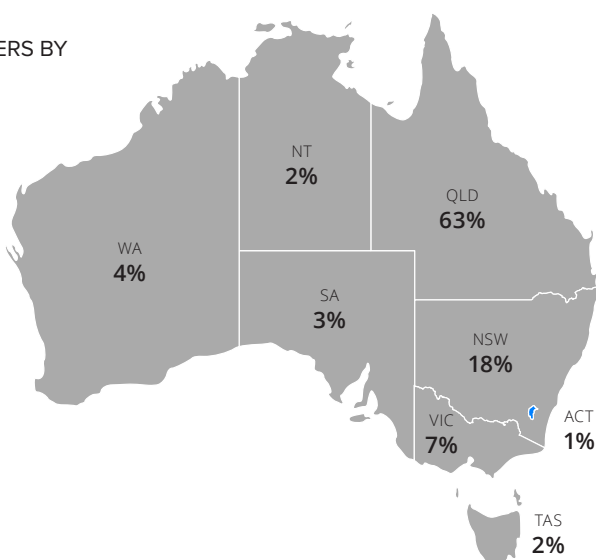
The magazine is an easy way to keep up-to-date with developments in the Queensland horticulture industry and Queensland Fruit & Vegetable Growers outcomes.

**TARGET MARKET:** Horticultural growers and those with a vested interest in Queensland's horticultural industry.

**CIRCULATION AND FREQUENCY:** 950 copies, bi-monthly.

**DISTRIBUTION:** Delivered to businesses throughout Australia via Australia Post in a sealed clear bag and personally addressed.

### SUBSCRIBERS BY STATE



## PUBLISHING DATES & DEADLINES

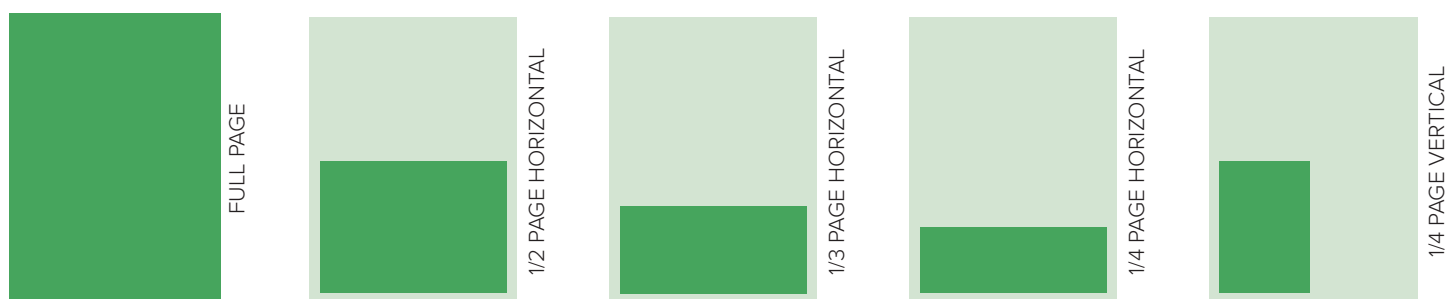
EDITION	CONTENT & BOOKING DEADLINE	ARTWORK DEADLINE	DELIVERY COMMENCES
January / February 2025	28 November 2024	2 December 2024	3 January 2025
March / April 2025	6 February 2025	10 February 2025	7 March 2025
May / June 2025	10 April 2025	14 April 2025	9 May 2025
July / August 2025	19 June 2025	23 June 2025	11 July 2025
September / October 2025	21 August 2025	25 August 2025	12 September 2025
November / December 2025	16 October 2025	20 October 2025	7 November 2025
January / February 2026	27 November 2025	1 December 2025	2 January 2026

## ADVERTISING RATES

ADVERT SIZE	CASUAL PLACEMENT	X 3 PLACEMENTS	X 6 PLACEMENT
FULL PAGE	\$2,200	\$2,000	\$1,800
1/2 PAGE	\$1,100	\$1,000	\$900
1/3 PAGE	\$720	\$660	\$600
1/4 PAGE	\$550	\$500	\$450

## ARTWORK SPECIFICATIONS

ADVERT SIZE	TRIM SIZE (w x h)	BLEED SIZE (w x h)	TYPE AREA (w x h)
FULL PAGE	210 mm x 297 mm	216 mm x 303 mm	200 mm x 287 mm
1/2 PAGE HORIZONTAL	193 mm x 135 mm	n/a	183 mm x 125 mm
1/3 PAGE HORIZONTAL	193 mm x 90 mm	n/a	183 mm x 80 mm
1/4 PAGE HORIZONTAL	193 mm x 68 mm	n/a	183 mm x 58 mm
1/4 PAGE VERTICAL	93 mm x 135 mm	n/a	83 mm x 125 mm



Please provide PDF files in CMYK. Only full page adverts require a 3 mm bleed and trim marks. Resolution to be saved at 300dpi and scans at no less than 300dpi.

Zip files, Microsoft Publisher, Word, Pagemaker, Excel and Powerpoint files will **NOT** be accepted.

All fonts (screen and print) must be packaged, embedded or outlined. All images to be supplied as 300dpi CMYK, TIFF or JPEG files. Make sure all colours are CMYK and not RGB. Spot colours must be converted to CMYK. Metallic colours are not accepted.

Minimum type size: 5 point. For full-colour reverse type – minimum type size: 6 point.

Preferred lodgement is via email to [communications@qfvg.com.au](mailto:communications@qfvg.com.au) or for files over 10MB please use [wetransfer.com](http://wetransfer.com) or a comparable online file transfer site.

Contact QFVG if you have any questions about advert specifications on 07 3620 3844.

# INSERTS & ONSETS

Inserts and onsets are available for inclusion within the Fruit & Vegetable News magazine. For booking and material deadlines, please refer to relevant magazine deadlines.

To maximise the advertising opportunity, QFVG will only accept one insert/onset per edition of the magazine.

Any printing and shipping costs associated with the insert/onset are at the advertiser's expense. The advertiser **MUST** provide the weight of the insert/onset at time of booking.

As the magazine is mechanically plastic wrapped, inserts/onserts must **NOT** be any larger than 195 mm x 270 mm, folded or flat, to ensure no interference with the bagging process.

## INSERT / ONSET SPECIFICATION

	MAXIMUM TRIM SIZE
INSERT / ONSET	195 mm x 270 mm
INSERT WEIGHT	COST
0 - 10 GRAMS	\$2,200
11+ GRAMS	P.O.A

# MAGAZINE FLYSHEET

The magazine flysheet is distributed with each magazine. Opportunities to advertise on this flysheet ensure high impact on receipt of the publication.


**Flysheet advertisements are in black and white only.**

TRIM SIZE (w x h)	COST
150 mm x 145 mm	\$500


If undeliverable, return to:  
Queensland Fruit & Vegetable Growers Ltd  
PO Box 12101,  
George Street QLD 4003

PRINT  
POST  
100003817

POSTAGE  
PAID  
AUSTRALIA



**QUEENSLAND FRUIT  
& VEGETABLE GROWERS**



<<ACCOUNT\_NAME>>  
<<FULL\_NAME>>  
<<ADDRESS>>  
<<CITY>> <<STATE>> <<POSTAL\_CODE>>  
<<COUNTRY>>

Not your address? Please notify QFVG if your details have changed.

Title:  
Full Name:  
Company Name:  
Postal Address:

**QFVG** Queensland Fruit & Vegetable Growers Ltd  
Phone: 07 3620 3844  
Email: [communications@growcom.com.au](mailto:communications@growcom.com.au)

Fruit & Vegetable News is the official journal of Queensland Fruit & Vegetable Growers Ltd - representing the state's horticulture industry.

Level 2, 231 George Street  
Brisbane, Qld 4000

07 3620 3844  
[communications@qfvg.com.au](mailto:communications@qfvg.com.au)



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