



GROWTH is the new industry-based official magazine for TurfBreed, the leading manager of quality turf varieties.

It provides focused up-to-date information in an easy-to-read style covering technical information, production developments, market trends and analysis, varietal specifications, key industry issues, research and development progress and results, profiles and on-farm reports.

This quarterly, full colour magazine is produced specifically for growers and industry-related bodies.

GROWTH is distributed nationally to approximately 100 growers, associated industry bodies such as consultants, state agriculture departments, agronomists, research institutes, private advisers, decision-makers and media.

For more information or to offer content suggestions, please contact Editor, Katie Fisher:

M: 0402 444 878 E: comms@turbreed.com.au

GROWTH Deadlines & Distribution Dates*

EDITION	BOOKING DEADLINE	MATERIAL DEADLINE	RELEASE DATE*	BOOKINGS
Autumn 2020	Apr 17	Apr 30	May 2	For all advertising queries/bookings, please contact Katie Fisher: M: 0402 444 878 E: comms@turbreed.com.au
Winter 2020	June 18	June 25	July 2	
Spring 2020	September 17	September 24	October 10	
Summer 2020/21	December 10	December 15	January 5	

* Release dates are indicative only and may be subject to change without notice should late-breaking editorial or other content issues arise.

Advertising Rates & Specifications

ADVERTISING OPTIONS	AD FORMAT*	DIMENSIONS		RATE* (ADD GST)	
		Width	Height	Casual	x 3+ issues
MAGAZINE PAGE SIZE	Trim Size	210 mm	297 mm		
FULL PAGE DISPLAY	Full Bleed Art	216 mm	303 mm	\$1000 + GST	@ \$850 + GST
HALF PAGE DISPLAY	Horizontal	184 mm	127 mm	\$750 + GST	@ \$600 + GST
ONE THIRD DISPLAY	Horizontal	184 mm	84 mm	\$600 + GST	@ \$550 + GST
QUARTER PAGE DISPLAY	Horizontal	184 mm	61.5 mm	\$550 + GST	@ \$500 + GST
INSERTS & ADVERTORIAL OPTIONS	Negotiable				

Please note above rates do not include GST.

*SEE DIAGRAMS ON NEXT PAGE ...

Artwork Technical Specifications**

DIMENSIONS	All artwork must be supplied at final correct size (see above).
FILE FORMAT	Final art must be supplied in CMYK colour format, as a 'Press Quality' PDF (ie 300ppi image resolution), with crop marks and bleed where appropriate (essential for full page ads). Files supplied in other software or formats will not be accepted.
IMAGES & LINKS	Embedded pixel images must be minimum 250ppi at actual size. All links must be embedded.

****TurfBreed accepts no responsibility for incorrect reproduction of supplied advertising material that fails to meet the requirements stated above.**

Need your ad artwork designed and prepared?

Advertisers requiring artwork to be designed and prepared via TurfBreed will be charged at \$90 per hour (plus GST). An estimate can be provided subject to a full brief and supplied content, logos, images etc. All artwork will comprise an initial draft (prepared from client-supplied material) and one round of client corrections. Changes required beyond one round may be at additional cost.

Final PDFs artwork files to be emailed to Katie Fisher:
M: 0402 444 878 E: comms@turbreed.com.au

LATE MATERIAL MAY RESULT IN OMISSION FROM DESIGNATED ISSUE.



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