

# AUSTRALIAN ORGANIC PRODUCER Magazine 2010

and reach Australia's largest network of organic, sustainable and biological farmers

## KEY FACTS:

**About AOP:** AOP is a quarterly publication, and Australia's only magazine dedicated to organic primary production. AOP provides biological farmers with regular information including industry news on organic cropping, broadacre, horticulture, livestock and other production types; articles on large scale and small scale production; profiles of successful producers; updates from qualified industry advisors and experienced industry operators; and a product directory.

**Circulation:** The Australian Organic Producer is sent to a highly targeted readership. Of a total distribution of 6000 Australia-wide, 3000 copies are distributed door-direct to certified organic operators, biological farmers and others. Another 3000 copies are sent to non-organic farmers through a joint-distribution with Rural Press, which allows for extended distribution to a network of subscribers to environmentally aware horticultural and livestock publications.

**Suited advertisers:** The Australian Organic Producer is read by farmers. Products and services which suit this readership include: Allowed Inputs (agricultural products certified for use in organic farming systems), farm equipment, soil and agronomy consultants or services, rural events or wholesalers seeking organic suppliers.



## ADVERTISING RATES

ADVERT SIZE	FULL Colour CASUAL*	FULL Colour x 4*
Small sixth	\$389	\$349
Quarter	\$588	\$529
Third	\$770	\$693
Half	\$1099	\$989
Full	\$2099	\$1889
Covers (front/ back)	\$2519	\$2267
Double Spread	\$3778	\$3400

**NB Inserts also available.** Please enquire for rates

**Advertorials:** Deduct 10% from the above prices for the coinciding advertorial rate

**Design assistance:** Design assistance is provided free of charge if required

## ADVERTISEMENT SIZES

ADVERT SIZE	Advert Height x Width (mm)	Diagram 1	Diagram 2	Diagram 3	Diagram 4	Diagram 5	Diagram 6
Small sixth	125 x 55						
Quarter (vertical)	123 x 84						
Quarter (horizontal)	60 x 173						
Third (vertical)	250 x 54						
Third (horizontal)	80 x 173						
Third (square)	123 x 113mm						
Half (vertical)	250 x 84						
Half (horizontal)	123 x 173						
Full	250 x 173						
Inside Covers	250 x 173						
Back Cover	250 x 173						
Double Spread	250 x 346						

1/6 page

1/4 vertical

1/4 horizontal

1/3 vertical

1/3 horizontal

1/3 square

1/2 horizontal

1/2 vertical

Full page

Double spread