To truly get into the lives of consumers, you have to attach your brand to the things they really care about, the things they involve themselves in, the things they wish they could spend more time pursuing – their passions.

**Australia’s No. 1 Gardening Magazine**

**Why Magazines?**

- Don’t believe the hype that print magazines are dead in the water. We all know the pleasure of curling up on the couch, sipping a coffee and turning the first page of a glossy new magazine. Reading a high quality print magazine is a cherished way of spending our leisure time and is viewed as “my time”. As a result, readers are much more receptive to advertising.

- We digest the content of a print magazine more slowly than we do content on a screen. Online content is distracted by a frenzy of clicks and adverts.

- It’s getting harder to meaningfully reach consumers without being ignored or deleted at the press of a button, magazines demand 100% attention. Readers do not switch to another magazine when they come across an ad!

**Fast Facts**

- **Circulation**: 67,000
- **Readership**: 556,000
- **Subscribers**: 35,000

Source: EMMA - August 2019
ABC Gardening-Australia’s most trusted gardening brand

Why ABC Gardening Australia Magazine

- Produced by our expert team of writers, designers and editors, readers are confident that they’re going to indulge in a wealth of knowledge that has been well researched.

- Connected to Australia’s most popular and longest running TV gardening program which has featured and continues to feature many of the countries much loved and respected presenters, some of who have become living legends in Australian gardening (Peter Cundall) as well as movers and shakers in the environmental and sustainability movement (Costa Georgiadis).

- Our readers tend to hold on to the magazine for much longer periods of time, and readers can pick up the magazine several times before getting through all of the content. ABC Gardening Australia is something that people keep in their homes for months, or even years, after they’ve read them. Sharing with friends and family and left on the coffee table to browse at their leisure. Printed magazines stick around far longer than the internet ads, TV and radio, which are gone in the blink of an eye.

TV

- ABC Gardening Australia is a national TV show with 800,000+ viewers every episode.

- ABC Gardening Australia magazine is regularly promoted in the show, there is content cross-over and the TV presenters also write for the magazine.
We deliver an engaged audience that sees ads as inspiration, not an interruption.

Exclusive audience

ABC Gardening Australia Magazine has a niche audience, readers are qualified before they even open the first page.

Facebook
84,000
as at November 19

eNewsletter
Database
41,833

Our Reader
Demo PPL 45+
60 is the average age
62% female
76% own or paying off their own home
57% like to do DIY around the home
82% like to entertain friends and relatives
75% read books
58% enjoy wine with their meal
85% believe it is important to recycle
79% Intend to travel in the next 12 months
81% own a pet
77% read a brochure/catalogue in the last 7 days
61% say brochure/catalogues give them ideas on what to buy
Display rate card

Advertising rates (Excl GST)

<table>
<thead>
<tr>
<th></th>
<th>CASUAL</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,373</td>
<td>$7,775</td>
<td>$7,580</td>
<td>$7,390</td>
<td>$7,205</td>
</tr>
<tr>
<td>Double Page</td>
<td>$16,327</td>
<td>$15,160</td>
<td>$14,780</td>
<td>$14,410</td>
<td>$14,050</td>
</tr>
<tr>
<td>Half Page</td>
<td>$5,263</td>
<td>$4,665</td>
<td>$4,550</td>
<td>$4,435</td>
<td>$4,325</td>
</tr>
<tr>
<td>Third Page</td>
<td>$4,603</td>
<td>$4,080</td>
<td>$3,980</td>
<td>$3,880</td>
<td>$3,785</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$10,466</td>
<td>$9,720</td>
<td>$9,475</td>
<td>$9,240</td>
<td>$9,005</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$9,570</td>
<td>$9,330</td>
<td>$9,095</td>
<td>$8,870</td>
<td>$8,645</td>
</tr>
<tr>
<td>Outside Back</td>
<td>$10,466</td>
<td>$10,105</td>
<td>$9,850</td>
<td>$9,605</td>
<td>$9,365</td>
</tr>
<tr>
<td>First half – 15%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Right-hand page – 20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Inserts- Media Only

<table>
<thead>
<tr>
<th></th>
<th>2PP</th>
<th>4PP</th>
<th>8PP</th>
<th>12PP</th>
<th>16PP</th>
<th>24PP</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>$150</td>
<td>$180</td>
<td>$240</td>
<td>$300</td>
<td>$360</td>
<td>$480</td>
</tr>
<tr>
<td>Subscription</td>
<td>$250</td>
<td>$280</td>
<td>$340</td>
<td>$400</td>
<td>$460</td>
<td>$580</td>
</tr>
</tbody>
</table>

E-newsletter banners [monthly]

<table>
<thead>
<tr>
<th></th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size 1 - Banner 650 x 90</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position one, two, four</td>
<td>$1,500*</td>
<td>$1,350*</td>
<td>$1,200*</td>
</tr>
<tr>
<td>Size 2 - MREC banner 300 x 250</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please note The above media cost per 000 prices is based on a loose or bound insert and meeting the required specifications.

Postage costs A extra postage cost may apply for subscription copies and is weight and issue dependent

Tip-on charges available on application and a full page is required as a back up page for all bound inserts or tip-ons
For print quantities, availabilities, minimum charges and information on all weight impact on inserts into subscription copies please contact Anabel Tweedale on (02) 9901 6371 or atweedale@nextmedia.com.au

Any cancellations must be in writing 3 weeks prior to booking deadline.
Material sizes

Gardening Australia is a saddle stitched publication.

<table>
<thead>
<tr>
<th>TRIM SIZE</th>
<th>TYPE/DESIGN AREA</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>To be supplied as two single full pages</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>275 x 206</td>
<td>259 x 190</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>275 x 100</td>
<td>259 x 84</td>
</tr>
<tr>
<td>Third page vertical</td>
<td>275 x 65</td>
<td>259 x 49</td>
</tr>
<tr>
<td>Horizontal strip</td>
<td>45 x 206</td>
<td>29 x 190</td>
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</table>

*Sizes in millimetres, height x width

Deadlines

<table>
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<tr>
<th>ISSUE</th>
<th>BOOKING</th>
<th>MATERIAL</th>
<th>ON SALE</th>
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</thead>
<tbody>
<tr>
<td>Jan</td>
<td>11 Nov</td>
<td>18 Nov</td>
<td>16 Dec</td>
</tr>
<tr>
<td>Feb</td>
<td>2 Dec</td>
<td>9 Dec</td>
<td>20 Jan</td>
</tr>
<tr>
<td>March</td>
<td>13 Jan</td>
<td>20 Jan</td>
<td>17 Feb</td>
</tr>
<tr>
<td>April</td>
<td>10 Feb</td>
<td>17 Feb</td>
<td>16 Mar</td>
</tr>
<tr>
<td>May</td>
<td>9 Mar</td>
<td>16 Mar</td>
<td>13 Apr</td>
</tr>
<tr>
<td>June</td>
<td>14 Apr</td>
<td>20 Apr</td>
<td>18 May</td>
</tr>
<tr>
<td>July</td>
<td>11-May</td>
<td>18-May</td>
<td>15-Jun</td>
</tr>
<tr>
<td>August</td>
<td>8-Jun</td>
<td>15-Jun</td>
<td>13-Jul</td>
</tr>
<tr>
<td>September</td>
<td>13-Jul</td>
<td>20-Jul</td>
<td>17-Aug</td>
</tr>
<tr>
<td>October</td>
<td>10-Aug</td>
<td>17-Aug</td>
<td>14-Sep</td>
</tr>
<tr>
<td>November</td>
<td>7-Sep</td>
<td>14-Sep</td>
<td>12-Oct</td>
</tr>
<tr>
<td>December</td>
<td>12-Oct</td>
<td>19-Oct</td>
<td>16-Nov</td>
</tr>
<tr>
<td>January</td>
<td>9-Nov</td>
<td>16-Nov</td>
<td>14-Dec</td>
</tr>
</tbody>
</table>

Cancellations must be received in writing three weeks prior to booking deadline.

MATERIAL & INSERT SPECIFICATIONS – Please refer to the production specifications.
Material requirements

SPECIFICATIONS

Gardening Australia magazine is a saddle stitched publication.

PDFs
• Please supply PDF files to the PDF/X-3 standard.
• Resolution is 300 dpi.
• All fonts must be embedded in the PDF. These fonts must be active on your system at the time of creating the PDF.

Image specifications
• Image resolution is 300dpi. All colours must be set to CMYK.
• Do not enlarge images more than 25%.
• Check all linked images are updated.

Document specifications
• Digital files must be prepared to the correct final size - check that type, trim and bleed areas are correct.
• Ensure all live elements you wish to print are kept within the type area.
• Bleed - provide 5mm of bleed where bleed is required. Check that crop marks are visible.

Colour specifications
• All colours to be set to CMYK – no RGB.
• For a rich solid black use 100% Black plus 70% Cyan. Never use 100% of all four colours.
• Total sum density (total ink weight) should fall between 280% and 300%.
• Convert all spot colours to CMYK.
• Black text level type should be 100% black only.

Fonts
• nextmedia supports Open type fonts and PC Postscript fonts only.

Applications supported
• InDesign, Photoshop, Illustrator, Word docs, Text docs, PDF.

DEVELOPMENT OPTIONS
• Quickcut to nextmedia (preferable)
• Adsend or Dropbox

EMAIL
We accept email files under 30mb. Please note the booking number and magazine title in the subject field and email to Advertising Traffic - adops@nextmedia.com.au

LARGE FILES
Files over 30mb please send to www.wetransfer.com Email to the Advertising Coordinator at adops@nextmedia.com.au

Contact Us
Gardening Australia magazine Advertising Coordinator - on (02) 9901 6396 or adops@nextmedia.com.au

nextmedia AD CREATION
Need help creating your advertisement?
Please supply high resolution images, logos and text copy to be used in the advertisement.
Contact the Gardening Australia magazine Advertising Coordinator - adops@nextmedia.com.au or on (02) 9901 6396 for more information.
You may contact your advertising representative to discuss ad creation in-house at nextmedia.

CANCELLATION
The cancellation deadline for advertising is three weeks prior to booking deadline. Cancellation of any booked advertising must be in writing and received by the National Advertising Manager and/or Sales Director prior to the cancellation deadline. The Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.

TO ADVERTISE CONTACT
Anabel Tweedale – Advertising Director – Gardening & Kids (02) 9901 6371 atweedale@nextmedia.com.au
Annya Azzopardi – Account Manager (02) 9901 6320 aazzopardi@nextmedia.com.au
Alora Edwards – Account Manager (02) 9901 6101 aedwards@nextmedia.com.au

INSERT DELIVERY SPECIFICATIONS
Please call or email your account manager to receieve these details.
Anabel Tweedale on (02) 9901 6371 or atweedale@nextmedia.com.au