

ABC

Organic

GARDENER

AUSTRALIA'S LEADING ORGANIC GARDENING & LIFESTYLE MAGAZINE

2025



OUR MAGAZINE



ABC Organic Gardener is an essential companion for anyone interested in organics, gardening and a healthy, balanced lifestyle.

Here at *Organic Gardener* magazine, we have spent the past 20 years or so sharing our love of all things organic. Our aim has always been to supply trusted, practical advice that will support anyone wishing to garden and live a healthy, holistic lifestyle – considering not only what we plant, but how we live and the choices we make that will help protect the planet.

For all of us, it's important to keep reading, learning and sharing – the more we think about living an organic lifestyle, whether that's gardening or buying organic produce and household goods, the better our future will be.



STEVE PAYNE, EDITOR

I always say that gardening is the real secret of good health, happiness and a long, creative life. That's because there's always something exciting and beautiful waiting to make our hearts leap.

PETER CUNDALL AM

CONTENT PILLARS



Grow and Plant

Our experts give practical advice on how to fill a garden, whether backyard, balcony or small farm, with organic fruit and vegetables.

We share tips and ideas on all aspects of a thriving garden, including healthy soil, compost and natural pest control.



Organic Living

We equip our readers with the information they need to live a sustainable lifestyle. From recipes and tips for poultry and bee care, to new products for the house and garden, we inspire our readers to make choices that are good for their families and the planet.



Environment

We deliver the latest environmental news and provide guidance on ways to reduce chemical, water and energy consumption. Inspirational stories and ideas show that living in a way that helps the planet is achievable and we can all make a difference.

OUR READERS

DEMOGRAPHIC

Aged
35-64 years

81%

live in a **house** with a **garden**

67%

experienced **gardeners**

64%

interested in an **organic / eco lifestyle**
for more than 5 years

61%

buy **organic products** when possible

54%

live in a **city** or **suburban** areas

Source: November 2021 Reader Survey



LIFESTYLE AND INTERESTS



- Natural pest control, organic fertilisers, plant food & mulches
- Eliminating chemical consumption



- Ethical investing
- Education



- Eco living
- Chemical-free skin care
- Chemical-free cleaning products



- Producing their own food for the health of their family
- Chooks and bees



- Closing the waste loop
- Reducing plastic consumption



- Water saving
- Renewable energy solutions

Gardening is the metronome of life that brings rhythm, familiarity, hope and action to the day to day.

COSTA GEORGIADIS, ABC GARDENING AUSTRALIA

OUR REACH



Print/digital

147,000
readership



organicgardener.com.au

27,000
average users per month



Social Media

 **67,300** followers
 **138,000** followers



Fortnightly e-newsletter

42,000
subscribers

35.6%
average open rate
[Dec 22-Nov 24]

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	ON-SALE DATE
OG155 EARLY AUTUMN 2025	16-Dec	6-Jan	30-Jan-25
OG156 AUTUMN 2025	17-Feb	24-Feb	20-Mar-25
OG157 EARLY WINTER 2025	27-Mar	3-Apr	01-May-25
OG158 WINTER 2025	19-May	26-May	19-Jun-25
OG159 EARLY SPRING 2025	30-Jun	7-Jul	31-Jul-25
OG160 SPRING 2025	18-Aug	25-Aug	18-Sep-25
OG161 EARLY SUMMER 2025	29-Sep	7-Oct	30-Oct-25
OG162 SUMMER 2026	10-Nov	17-Nov	11-Dec-25
OG163 EARLY AUTUMN 2026	19-Dec	5-Jan	29-Jan-26

CONTACT

FOR MORE INFORMATION, CONTACT YOUR
ABC ORGANIC GARDENER REPRESENTATIVE TODAY

sales@organicgardener.com.au

ANNYA AZZOPARDI

P: 0418 692 672

E: aazzopardi@nextmedia.com.au

ANABEL TWEEDALE

P: 02 9901 6371

E: atweedale@nextmedia.com.au

DONNA MCILWAINE

P: 02 9901 6384

E: dmcilwaine@nextmedia.com.au

ALORA NAITUKU

P: 0450 261 960

E: anaituku@nextmedia.com.au

