



# National MARKETPLACE NEWS

Horticulture's cultivation-to-consumer newspaper  
100% Australian owned

Informing growers & industry since 1983



Circulation  
11,000

## 2009 Rates

**National Marketplace News** is Australia's fruit and vegetable industry newspaper. Targeting growers, wholesalers, retailers, supermarkets, brokers, transporters, and suppliers. A tabloid 4 colour newspaper (CAB audited) which is distributed nationally by

subscriptions (via Aust. Post) throughout Australia and New Zealand and direct delivered to the wholesale markets.

**National Marketplace News** is published monthly with the December and January issues combined.

**Circulation:** 11,000 CAB. **Readership:** National Marketplace News has a total readership in excess of 27,500

### ADVERTISING RATES:

	<b>Full Page</b> (380mm x 260mm)	<b>Casual</b>	<b>x 3</b>	<b>x 6</b>	<b>Yearly</b>	
	Mono - (Black & White)	\$1,938	\$1,881	\$1,824	\$1,710	
	1 Spot Colour	\$2,048	\$1,991	\$1,934	\$1,820	
	4 Colour	\$2,388	\$2,331	\$2,274	\$2,160	
	<b>Half Page</b> (190mm x 260mm) (380mm x 128mm)	<b>Casual</b>	<b>x 3</b>	<b>x 6</b>	<b>Yearly</b>	
	Mono - (Black & White)	\$969	\$940.50	\$912	\$855	
	1 Spot Colour	\$1,079	\$1,050.50	\$1,022	\$965	
	4 Colour	\$1,419	\$1,390.50	\$1,362	\$1,305	
	<b>A4 magazine page</b> (280mm x 172mm)	<b>Casual</b>	<b>x 3</b>	<b>x 6</b>	<b>Yearly</b>	
	Mono - (Black & White)	\$952	\$924	\$896	\$840	
	1 Spot Colour	\$1,062	\$1,034	\$1,006	\$950	
	4 Colour	\$1,402	\$1,374	\$1,346	\$1,290	
	<b>Quarter Page</b> (190mm x 128mm)	<b>Casual</b>	<b>x 3</b>	<b>x 6</b>	<b>Yearly</b>	
	Mono - (Black & White)	\$484.50	\$470.25	\$456	\$427.50	
	1 Spot Colour	\$594.50	\$580.25	\$566	\$537.50	
	4 Colour	\$934.50	\$920.25	\$906	\$877.50	
	<b>Double Page Spread</b> (380mm x 540mm)	<b>Casual</b>	<b>x 3</b>	<b>x 6</b>	<b>Yearly</b>	
	4 Colour	\$4,776	\$4,662	\$4,548	\$4,320	
		<b>Half Page Spread</b> (140mm x 540mm)	<b>Casual</b>	<b>x 3</b>	<b>x 6</b>	<b>Yearly</b>
		4 Colour	\$2,866	\$2,797	\$2,729	\$2,592

### DEADLINES:

**Booking:** 10th-14th day of month prior to publication.

**Material:** 15-20th day of month prior to publication. Published before the 12th of the month.

**Note:** The publisher reserves the right to repeat previous copy if material is not delivered within the deadline. Cancellations must be received in writing by the booking deadline.

### MATERIAL:

**File type:** QuarkXpress or High resolution PDF

**Platform:** Either Mac or PC accepted

**Screen:** 85 lines

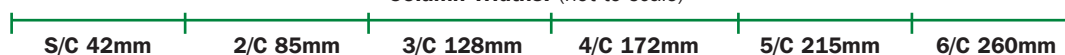
**Delivery:** Quickcut or CD, ZIP

**Email:** marketplacenews@iinet.net.au

**Note:** No film accepted



### Column Widths: (not to scale)



### BROKEN SPACE:

CM: \$8.50 pscm

Front Page Strip: \$750.00

### ADVERTORIAL FEATURES:

- 1) Single page with 60% editorial, 40% photographic (\$2,800).
- 2) Two facing pages with 65% editorial, 35% photographic (\$5,600).
- 3) Four page liftout feature with 60-70% editorial, 40-30% photographic (\$11,200).

### LOADINGS:

Inside Front Page Plus 20%

Inside Back Page Plus 20%

Outside Back Page Plus 25%

### SERVICE DIRECTORY:

Display Mono: \$8.50 pscm

Classified: \$12.00 per 20 words & 50c per extra word

Inserts: Are available on application

\* Rates as at February 2009, Rates exclude GST. Agency Commission 10%