

# Organic Insights Advertisers Kit



## OUR QUARTERLY MAGAZINE

Organic Insights provides the latest organic and biodynamic industry news and serves as a useful reference point for the organic market, NASAA members and those who are interested in the organic industry.

## DISTRIBUTION

Organic Insights can promote your products to a variety of key consumer markets both within Australia and globally throughout the following networks:

- Direct online marketing - 1,250 clients, members & friends
- Facebook to our 30,000+ followers
- Ongoing industry and mainstream media promotions

We will be happy to work with you to develop your own unique package, building opportunities to target your specific marketing needs and budgets.



## BOOKING DETAILS

### Magazine publication dates and deadlines

Edition	Booking Deadline	Artwork Deadline	Publication date
Autumn	1 February	14 February	1 March
Winter	1 May	14 May	1 June
Spring	1 August	14 August	1 September
Summer	1 November	14 November	1 December

### Rates (ex GST)

¼ page	\$300
½ page	\$600
Full page	\$1200

*Bookings made for a full year attract a 30% discount*

### Format - New sizes

Organic Insights Magazine is A4 Horizontal format with no bleed, therefore all advertising must be made to these specified sizes.

Full page	277mm H x 190 mm W
½ Horizontal	277mm H x 90 mm W
½ landscape	133.5mm H x 190 mm W
¼ page	133.5mm H x 90 mm W

