

Organic Insights Advertisers Kit



OUR QUARTERLY MAGAZINE

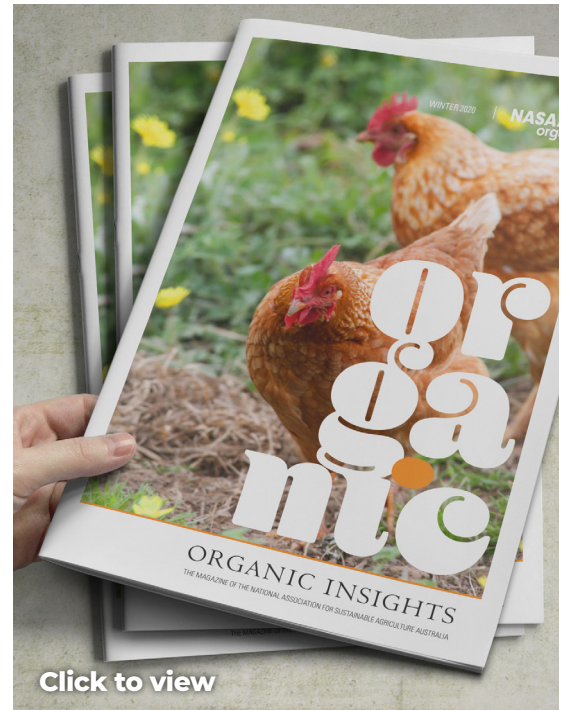
Organic Insights provides the latest organic and biodynamic industry news and serves as a useful reference point for the organic market, NASAA members and those who are interested in the organic industry.

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 |

