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## Media Kit

NASAA Organic is a not-for-profit industry association that plays a vital role in supporting, promoting and educating industry and consumers in organic, biodynamic and sustainable agricultural practices.

NASAA Organic was formed in 1986 to deliver the following benefits to Australia's Organic Industry:

- Greater adoption of organic, biodynamic and sustainable agricultural practices
- A sustainable return for organic goods in the market, reflective of their higher quality and safety
- Promotion of broad understanding of the value of organic, biodynamic and sustainable agricultural practices
- Generate support from Government, consumers and agriculturists for organic farming practices and demand for their products.
- Provide the public greater democracy in choices over food production techniques
- Employment growth and development opportunities for regional areas and communities



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## Welcome to Organic Insights magazine

Organic Insights is a quarterly e-magazine that presents a comprehensive view of national and international organic and biodynamic news, research, developments and activities.

Contributors are highly respected industry individuals and businesses whose extensive knowledge and passion delivers an in-depth and insightful publication.

Organic Insights has been an integral part of the Organic Industry for the past 22 years and continues to be a premier resource today.



**34K+**  
**SOCIALS**

Instagram, Facebook,  
Linkedin, Twitter, Youtube



**1300**

NCO Operators  
(including 230 Overseas)

### BENEFITS OF BOOKING

- Showcase your business to the Organic Community: producers, processors, members and consumers
- An invaluable, up-to-date resource
- Advertising viewed multiple times
- Distributed directly to NCO Operators and NASAA Organic Members globally.
- Wider reach obtained through social media platforms and website.
- Supporting NASAA Organic – a not-for-profit organisation



**150**

NASAA Organic Members



**6.5K+**

**Website**  
Monthly page views





Who is the  
Organic Insights  
Magazine  
audience?

**Operators**  
**Farmers**  
**Industry**  
**Governments**

Organic Insights e-magazine is the go-to publication for the organic industry.

Highly regarded by farmers, operators and Industry it provides a direct path to the organic sector.

Organic Insights has been informing the sector for over 20 years and continues to go from strength to strength as our readership grows annually.







# organic

## Organic Insights Magazine audience continued.

Organic Insights e-magazine attracts a vast audience, as the readership includes \*consumers, farmers (both organic and conventional), to decision makers and leaders in the agricultural and environmental sectors.

Organic Insights is promoted through our social media platforms to the vast number of people who have a genuine interest in the organic sector. This reach is also extended through contributors who share the magazine across their digital platforms.

It is directly emailed to all of our members and operators globally and is available to view on the NASAA Organic website.



### \* CONSUMERS

Research has shown millennials (Gen Y) are the most engaged age group overall when it comes to organic products.

They are looking for healthier options for themselves and their young family.

They care about the sustainability of the environment, and want to reduce their own environmental footprint.

The main shopper/consumer is the female for families, but there are also a lot of singles/shared houses.

#### Millennial Persona

- Late 20's to late 30's
- Family-centric demand work/life balance
- Socially conscious
- Extremely connected to media, and use it to advise decisions.
- They care more about a company's values than their prices.



# Advertising details and artwork specifications

## Magazine publication dates and deadlines

Edition	Booking Deadline	Artwork Deadline	Publication date
Autumn	11 February	18 February	4 March
Winter	6 May	18 May	1 June
Spring	5 August	17 August	1 September
Summer	7 November	17 November	1 December

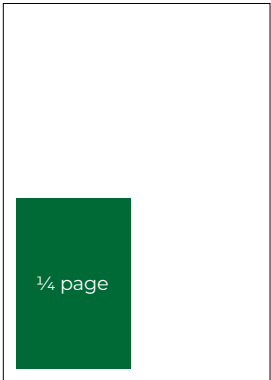
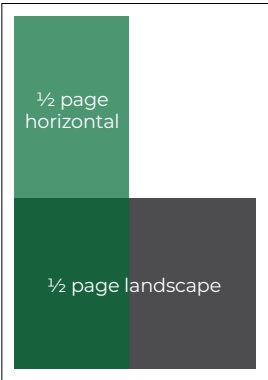
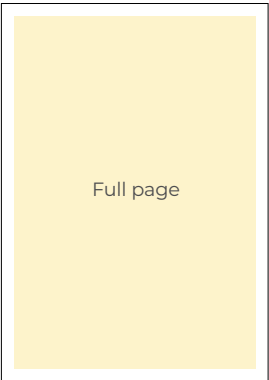
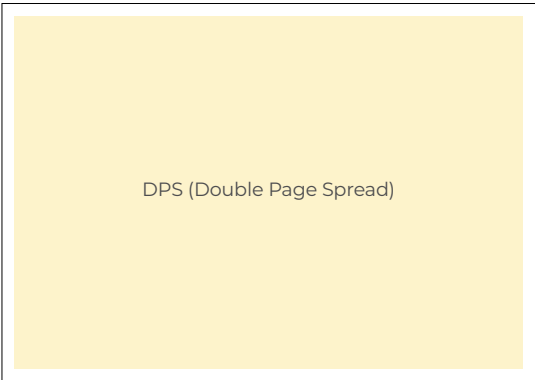


## Artwork Sizes

Organic Insights Magazine is A4 Horizontal format with no bleed.

Artwork must be made to these specified sizes.

DPS	277mm H x 400 mm W
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







## Costs

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

## Advertising Rates

<b>¼ page</b>	<b>\$300</b>
<b>½ page</b>	<b>\$600</b>
<b>Full page</b>	<b>\$1200</b>
<b>DPS</b>	<b>\$2000</b>

Members of NASAA Organic receive a **10%** discount.

Bookings made for a full year attract a **20%** discount.

(For NASAA Members this equates to a **30%** discount)

ALL PRICES EXCLUDE GST.

## AD CREATION SERVICE

NASAA Organic provides an artwork service for advertisers, which includes artwork for one ad layout option and one round of author's corrections.

### COST

**\$500** DPS (Double Page Spread)

**\$350** Full page

**\$250** Half page

**\$150** Quarter page

The advertiser is to supply the following where possible:

- PDF example of a previous ad style to base the new ad artwork.
- Logos provided in vector file format.
- Photos to be provided in hi-resolution (300dpi).
- Final copy/text must be included.

ALL PRICES EXCLUDE GST.

NASAA Organic members and NCO operators receive a **10%** discount.

## Terms and Conditions

- I/We confirm that, if I am making this booking on behalf of another organisation or business, that I have received written/verbal confirmation that this advertising will be paid for in full within the terms of the invoice. If it is not, I agree that I will be responsible for the payment of the invoice issued by NASAA Organic.
- If the ad creation service is required, I/we agree to submit all required material by the 15th of the relevant month.
- I/We agree to submit the finished artwork/content by the deadline specified.
- I/We acknowledge and agree that by providing written, electronic (including email) or verbal confirmation of a booking or advertisement in Organic Insights, I/we agree to the terms and conditions and agree to pay for the advertising rate within the timeframe specified on the invoice sent by NASAA Organic.
- Payment is expected within 14 days from the date of the invoice.