



organic

GARDENER essential guide
MEDIA KIT

Urban farming

Urban Farming is your one-stop guide to establishing an edible eden in your backyard or on your nature strip, rooftop, courtyard, balcony or community garden.

With stories from respected Australian gardening writers, the 13th in the successful *Organic Gardener Essential Guide* series looks at urban farming, from getting started (soil, seeds, composting, mulching, watering and tools) to inspiring stories from organic growers and the best backyard 'farm' animals for any space.



The *Organic Gardener Essential Guide: Urban Farming* will be sold in newsagents across Australia, with a print run of 20,000, perfect-bound on quality, book-style stock.

RRP: \$10.95

Size: 132 pages, 275mm x 220mm

On sale: 1 May 2017

Ad deadline: 3 April 2017

This special edition of Australia's most trusted organic gardening magazine will reach:

- 75,000+ unique people who are passionate about organic living and spend above-average amounts on their gardens
- 50% under the age of 44
- 77% female
- 88% live in homes with gardens or rural acreages

ON SALE
1 MAY
2017

Topics include:

- Planning your urban farm using permaculture principles
- How to buy, amend and 'make' the right soil for your garden, including potting mix, plus pH testing
- How to make black gold – different composting systems from bins to bays and beyond – plus guides to manures and worm farms
- Watering your garden, from hand watering to re-use and drip lines, plus wicking boxes
- Ideas for raising and saving seeds and succession planting
- Detailed guide to the right tools for any gardening job
- Hands-on success stories of organic growers in a range of spaces: backyards, nature strips, rooftops, courtyards, balconies and community gardens, PLUS a useful garden design for each
- Compact, hardy and seasonal plantings
- Choosing productive poultry, from chooks and quails to geese and ducks
- The sweet secrets to keeping bees naturally
- Attracting beneficial insects to your garden.

Urban Farming features the in-depth information, inspiring photography and stunning design that are the hallmarks of the *Organic Gardener Essential Guide* series.

A 132-page, book-quality magazine that will serve as a reference for years to come, the 13th *Organic Gardener Essential Guide* follows on from *Natural Solutions*, *Getting Started*, *Fruit, Vegies A-Z*, *Herbs & Spices*, *How to...*, *Inspirational Gardens*, *Backyard Chickens*, *Organics for Beginners*, *Garden to Table*, *Backyard Chickens 2* and *Permaculture Made Easy*.

Organic Gardener magazine has been Australia's most trusted source of information for organic gardening and living since its launch in 1999.

ORGANICGARDENER.COM.AU





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Promotional support

for the *Organic Gardener Essential Guide: Urban Farming*

ABC Magazines will aim to secure the following promotional opportunities:

- 30-second broadcast announcements on ABC Television, with a request for positioning after, or as close as possible to, relevant programming
- 30-second broadcast announcements on ABC Local Radio and ABC Radio
- Ranging in all newsagents and selected gardening centres nationally
- ABC Online promotion
- Promotional coverage on organicgardener.com.au
- Promotional coverage in *Organic Gardener* magazine
- Promotional coverage in the *Organic Gardener* EDM
- Posts on *Organic Gardener* Facebook and other social media platforms
- Internet banners on ABC Shop Online and various external sites
- ABC Local Radio promotion

Advertising rates

Ad size	Rate
Full Page	\$3,500
½ Page	\$2,100
¼ Page	\$1,250

Specifications

Please supply your designed advertisement according to the specifications shown below:

Sizes

Full Page

Supplied Size: 285mm x 230mm
(This includes 5mm bleed on all sides)
Trim Size: 275mm x 220mm
Text Area: 250mm x 190mm

½ Page Vertical

Supplied Size: 250mm x 93mm
(No bleed allowed)

½ Page Horizontal

Supplied Size: 123mm x 190mm
(No bleed allowed)

¼ Page

Supplied Size: 123mm x 93mm
(No bleed allowed)

Deadlines

Bookings: 27 March 2017

Material Deadline: 3 April 2017

On sale: 1 May 2017

Format

Acrobat PDF - preferred format.

Graphic files (such as EPS, TIFF, JPEG, PSD) are accepted only if strictly adhering to specifications below.

Native design files such as InDesign, Quark, Corel Draw, MS Publisher, MS Word are **NOT** accepted.

Specifications

100% of actual size. Bleed and trim marks to be included where appropriate. CMYK only (RGB or PMS colour separations are not acceptable). Fonts - embedded or outlined. Images – minimum 300dpi. Colour profiled to suit web-offset printing with 300% ink limit.

Delivery

It is recommended files are uploaded via electronic third-party couriers, Adstream or Adsend. Files supplied via these systems are automatically checked and optimised to match printing requirements -saving you time!

More info at www.adstream.com.au and <http://visit.adstream.com.au/au/print>

ORGANICGARDENER.COM.AU

TO FIND OUT MORE,
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