



INDUSTRY ADVERTISING & SPONSORSHIP

RATES 2023 / 2024 / 2025

The *Passion Vine* is an annual full colour magazine published by *Passionfruit Australia Inc. (PAI)* in A4 format. It has a circulation of over 250 and readership of 1000+ Australia wide.

It is also available for download via the website:

www.passionfruitaustralia.org.au

The *Passion Vine* reaches all Australian passionfruit growers and supply chain stakeholders, giving you the ideal voice for your advertising. The magazine is published annually to maximise the efficiency of your advertising spend.

ADVERTISING OPPORTUNITIES

The rates quoted below **do not include** artwork. Artwork can be created for you by PAI's Design Team at a reasonable additional cost.

Please contact us for more details.

RATES

| SIZE | SINGLE EDITION ASSOCIATE MEMBERS ONLY | SINGLE EDITION NON-MEMBERS |
|-----------|--|-------------------------------|
| FULL PAGE | \$500 | \$600 |
| HALF PAGE | \$350 | \$400 |

All prices include GST;

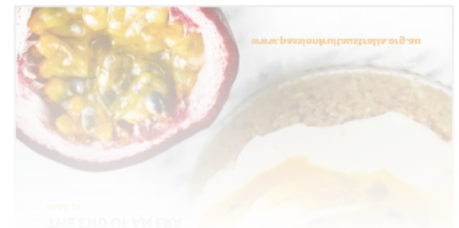
To have adverts created for you by our Design Team please contact us for a quote: admin@passionfruitaustralia.org.au or 0419 719 820

ARTWORK SPECIFICATIONS

- All artwork to be supplied in InDesign/Illustrator/PDF formats in full colour CMYK
- All fonts must be outlined or supplied separately
- All images to be supplied separately or embedded
- Artwork must be a minimum of 300dpi
- Please convert all spot colours to CMYK before supplying artwork
- Supply all artwork to admin@passionfruitaustralia.org.au

PUBLICATION DEADLINES

| EDITION | ADVERTISING BOOKING | FINAL ADVERTISING FILES | MAGAZINE RELEASE DATE |
|---------|---------------------|-------------------------|-----------------------|
| 2023 | 31 March | 30 April | 1 July |
| 2024 | 30 April | 30 May | 31 July |
| 2025 | 31 March | 30 April | 1 July |



PASSIONFRUIT AUSTRALIA INC.

ABN 98 212 907 857

E admin@passionfruitaustralia.org.au

M 0412 762 728

www.passionfruitaustralia.org.au

Artwork must be supplied to the following dimensions (mm):

FULL PAGE

307mm high x 220mm wide

INCLUDES 5mm bleed on all sides

HALF PAGE

158.5mm high x 220mm wide

INCLUDES 5mm bleed on all sides

SPONSORSHIP PACKAGE:

1 Year \$500 Associate Members \$550 Non-Members

- ⊗ Half Page advert in ONE edition of the Industry magazine “The Passion Vine”
- ⊗ A profile of your business on the industry website with link to your website
- ⊗ Your logo acknowledged in the Sponsors Thank You on the Home Page of the Industry website
- ⊗ A profile of your business or a product you sell in ONE edition of the Industry E-Newsletter “Passiflora News” in the month of your choice (E-news produced bi-monthly)
- ⊗ Priority invitations to all Industry Events including Field Days

PLEASE COMPLETE THIS FORM & EMAIL TO: admin@passionfruitaustralia.org.au

✉ Passionfruit Australia Inc.

☎ 0412 762 728



INDUSTRY ADVERTISING & SPONSORSHIP BOOKING FORM 2023 / 2024 / 2025

ADVERT SIZE

- MEMBER FULL PAGE
- FULL PAGE
- MEMBER HALF PAGE
- HALF PAGE

ISSUE

- 2023
- 2024
- 2025

SPONSOR PACKAGE

- 2023
- 2024
- 2025

Company:

Contact Name:

Postal Address:

Suburb: State: Postcode:

Email: Phone:

TERMS: ALL INVOICES MUST BE PAID WITHIN 14 DAYS OF INVOICE DATE AND PRIOR TO PUBLICATION