

# TreeCropper

Official journal of the New Zealand Tree Crops Association

## TreeCropper advertising

### Targeted Marketing

Every reader of your advertisement is an enthusiastic tree cropper, keen to find quality suppliers.

Our quarterly, 2000 print run is distributed New Zealand-wide to members who are lifestyle-block holders, commercial orchardists, farmers, hobbyists, scientists, home gardeners and more.

Contrary to trends, our membership is growing.

At field days, public stalls and through our website, we regularly field enquiries from people wanting to source various goods. In the *TreeCropper*, you can be sure your advertisement is reaching potential customers.

### Exclusiveness

*TreeCropper* advertisements are a directory for our readers.

Advertising space is limited and only available to suppliers of products directly associated with tree cropping. This means your advertisement and our magazine are not diluted with irrelevant copy.

### Impact

We have limited the advertising space, a ratio of less than one advertisement per two-page spread - giving your advertisement prominence.

### Longevity

Today's advertisement is **not** tomorrow's recycling. The *TreeCropper* contains a variety of technical articles and quality stories. Most of our readers file each issue in their reference library - meaning your advertisement is exposed indefinitely.

### Quality

*TreeCropper* already has an established reputation for being a quality magazine, full of informative and practical advice. By association, the status of your advertisement and company is enhanced.

### Goodwill

Your advertising revenue enables us to communicate and share knowledge on tree cropping developments. Your support will be noted, and reciprocated by our members.

**Targeted, specialised exposure to those who care about trees**

[www.treecrops.org.nz](http://www.treecrops.org.nz)

Your potential customers are already contacting us through our website asking where they can buy supplies.

For just \$20 (per three months) can you afford to miss them?

We have approx. 5000 hits on our site every month.

Your *TreeCropper* advertisement is placed on our web site and linked to your URL (if available) but individual hit statistics are not collected.

List for FREE if you book four or more advertisements in the *TreeCropper*.

**Sheryn Clothier - TreeCropper - Managing Editor**

7 Puketirau Rd, RD1, Tirau 3484 Ph: 07- 883 1898 email: [s@corrugatedcreations.co.nz](mailto:s@corrugatedcreations.co.nz)

# TreeCropper

Official journal of the New Zealand Tree Crops Association

## Advertising Rates

### Option 1 - impact

Full process colour advertisement, printed on 115 high quality paper.

**Only one advertisement per two page spread.**

5 cm high x 12.6 cm wide.

\$200

### Option 2 - Inside back cover

Only two per issue - half page (9 cm high x 12.6 cm wide)

- black and white on 150gsm cover paper.

\$225

### Option 3 - Outside back cover

Only one per issue - full page (20.8 cm x 14.7 cm wide) - full process colour on 150 gsm cover paper.

\$550

*All prices GST exclusive.*

*Invoices will be sent on publication - payment required within 30 days.*

**Put your advertisement  
in front of the world  
- for free**

Book your advertisement for four consecutive issues of the *TreeCropper* and we will also display it on our popular website for FREE

**and**

you will get a URL link to your own website

**[www.treecrops.org.nz](http://www.treecrops.org.nz)**

## Deadlines

31 January for autumn issue delivered 1st March

30 April for winter issue delivered 1st June

31 July for spring issue delivered 1st September

31 October for summer issue delivered 1st December

Advertisements can be posted, emailed as TIFF or jpeg at 300dpi or higher or send us your logo and details and I can create one for you.

**Sheryn Clothier - TreeCropper - Managing Editor**

7 Puketirau Rd, RD1, Tirau 3484 Ph: 07- 883 1898 email: [s@corrugatedcreations.co.nz](mailto:s@corrugatedcreations.co.nz)