



TreeCropper

Display Advertising Rates 2016

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 specialist groups. Contrary to trends, our membership is growing. At field days, public stalls and through our website, we regularly receive enquiries from people wanting to source various goods. In the *TreeCropper*, you can be sure your advertisement is reaching your target market.

Impact

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

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.

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 as a valued 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.

Pricing excl gst

Option 1 (\$100)

Run of Magazine – 1/3 page
(only one ad per two page spread)
Black & white on 115 high quality paper.
Specifications: 5cm H x 12.6cm W

Option 2 (\$200)

Run of Magazine – 1/3 page
(only one ad per two page spread)
Full process colour advertisement, printed on 115 high quality paper.
Specifications: 5cm H x 12.6cm W

Option 3 (\$225)

Inside back cover- half page
(only two per issue)
Black and white on 150gsm cover paper
Specifications : 9cm H x 12.6cm W

Option 4 (\$450)

Outside back cover - full page
(only one per issue)
Full process colour on 150 gsm cover paper
Specifications 20.8cm H x 14.7cm W

All prices are GST exclusive.

*Invoices will be sent on publication;
payment is required within 30 days*

Advertising 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



For all advertising enquiries contact:
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