



**IRRIGATION
AUSTRALIA**

JOURNAL

FOR IRRIGATION PROFESSIONALS



MEDIA KIT 2024

IRRIGATION AUSTRALIA JOURNAL

Irrigation Australia Journal is a unique publication in Australia. It is the only serial publication that services both the agricultural and urban irrigation sectors.

Irrigation Australia Journal has been a trusted source of information for water sector professionals, both in Australia and further afield, since 1998. Distinguished by its strong connections to the irrigation industry, it is Australia's only periodical that covers both agricultural and urban irrigation.

It is read by water managers and users, retail and wholesale professionals, consultants, designers, manufacturers, rural water service providers, journalists, opinion leaders, politicians and policy makers. The Journal is published in digital format and is always free to download from the [Irrigation Australia website](#).

Articles are contributed by authors with expertise in various aspects of irrigation, including manufacturing, research, design, consulting, management and policy.

Recent surveys show that Irrigation Australia members appreciate the quality and variety of articles, and view *Irrigation Australia Journal* as an important technical resource.

Members also rate the Journal in the top two most effective services provided by the association, along with training.

READERSHIP PROFILE 2023

ESTIMATED READERSHIP:

8,000 +

IMPRESSIONS:

36,668

READS:

8,609

DOWNLOADS:

407

CLICKS:

270

ONLINE ACCESS, ANYWHERE AT ANY TIME

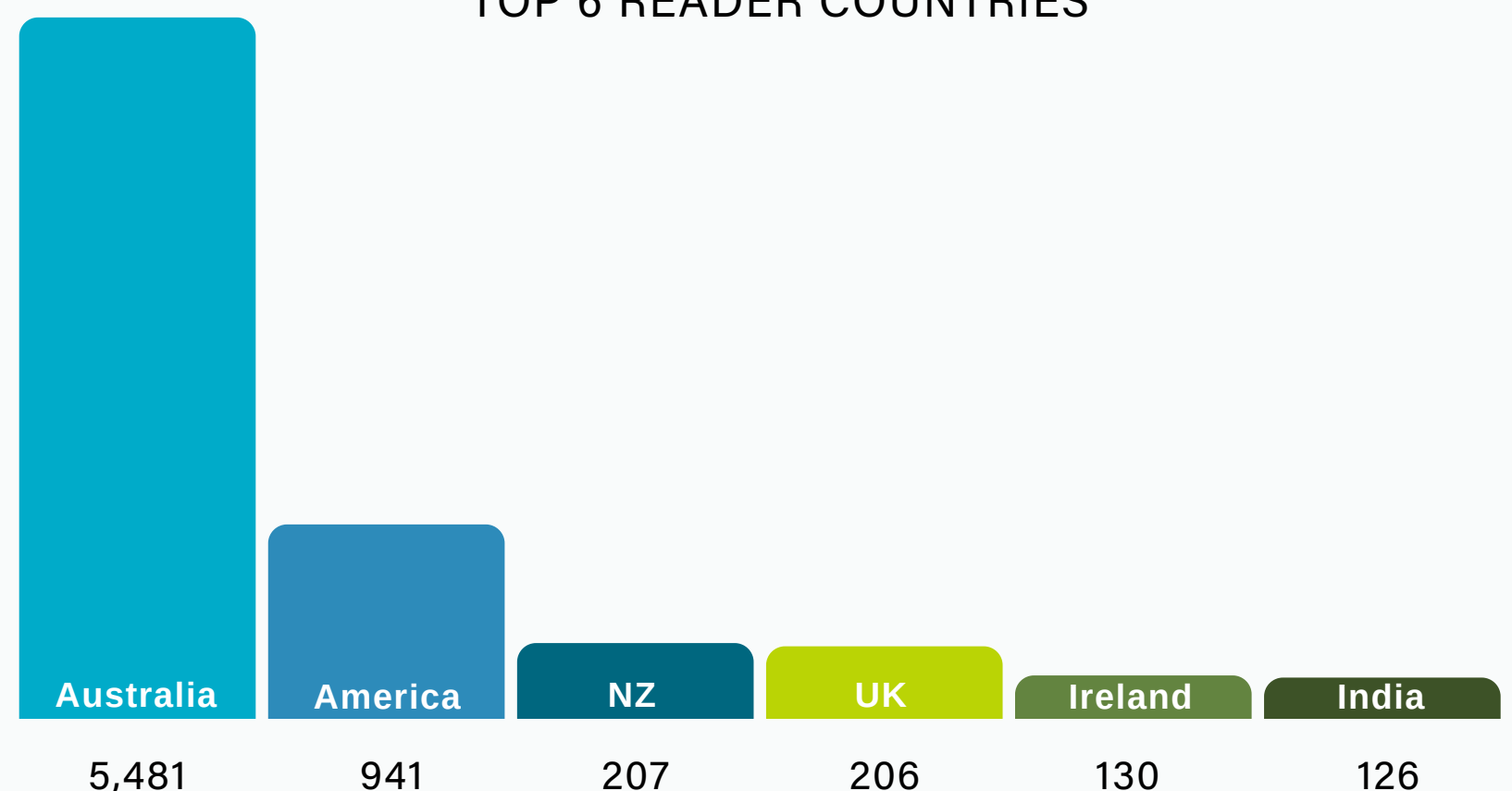
Irrigation Australia Journal is published in digital format, connecting readers, wherever they are and at any time, with advertisers. Every member of Irrigation Australia is notified as soon as each edition is published, and the latest edition can be downloaded from the [Irrigation Australia website](#).

To add value to your advertising, the Journal is linked across Irrigation Australia's popular social media platforms, the e-News monthly newsletter (which has 5,500+ readers) and website. Phone and email links in advertisements and articles are live, and advertisers can add video to advertisements and articles.

KEEP TRACK OF THE NUMBERS

Irrigation Australia Journal is published through Issuu. Advertisers can track numbers such as reads, read time, followers, shares and link-outs so you know exactly which content resonates with readers.

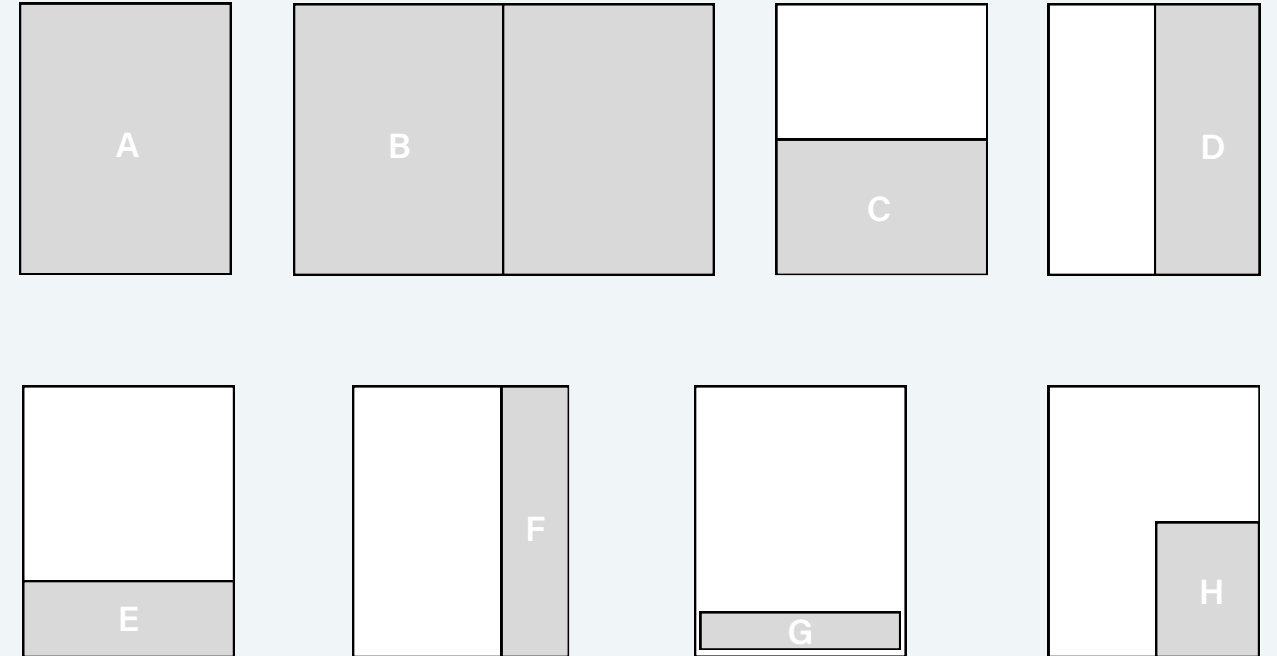
TOP 6 READER COUNTRIES



AD SIZES / RATES / SPECIFICATIONS

DISPLAY ADVERTISEMENT DIMENSIONS

Unit	Size
Full page (A)	297 mm (h) x 210 mm (w)
Double page (B)	297 mm (h) x 420 mm (w)
Half page - Horizontal (C)	148 mm (h) x 210 mm (w)
Half page - Vertical (D)	297 mm (h) x 105 mm (w)
One-third page - Horizontal strip (E)	99 mm (h) x 210 mm (w)
One-third page - Vertical (F)	297 mm (h) x 74 mm (w)
One-quarter page - Horizontal strip (G)	66 mm (h) x 185 mm (w) (floating ad)
One-quarter page - Vertical (H)	127 mm (h) x 90 mm (w) (floating ad)



C, E, G and I appear on bottom half of page only.
D, F and H may appear on left or right side of page.

DIGITAL ADVERTISING RATES (Rates are inclusive of GST)

Unit	Casual	Members x 3	Non-Members x 3
Full page	\$2,244	\$1,947	\$2,112
Double page	\$3,630	\$3,157	\$3,410
Half page	\$1,452	\$1,254	\$1,358.50
One-third page	\$1,023	\$924	\$1,001
One-quarter page	\$904.20	\$759	\$825



Irrigation Australia Members receive a discount on a three-issue advertising commitment.
10% loading for specific placement Agency - non-commissionable under \$1000.

DIGITAL MATERIAL SPECIFICATIONS

The preferred file type is high-resolution PDF. We will also accept high-resolution JPEG or TIFF files. PDF files do not require crop marks or bleed.

All images should be a minimum of 300 dpi and all fonts should be embedded.

Website links can be automatically picked up and made live in the Journal.

When providing artwork for advertisements, please ensure that:

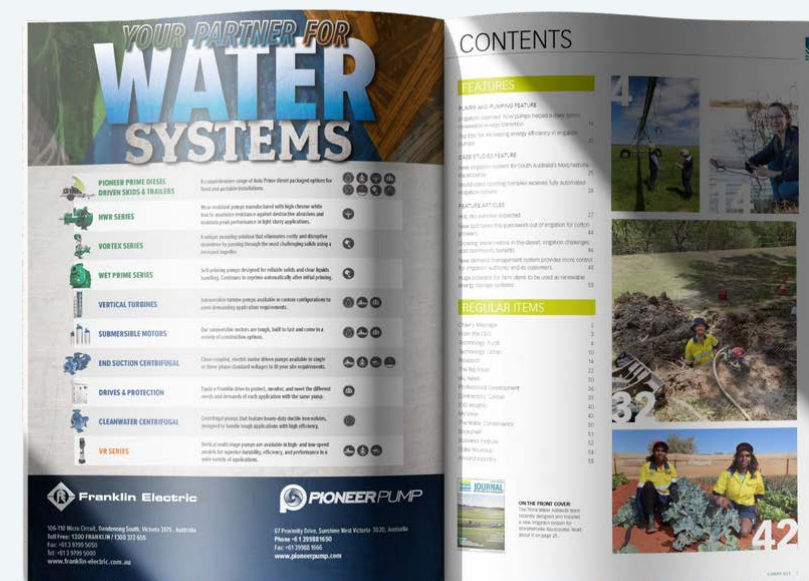
- URLs include either a www, http, or https
- Links are text-based, not image-based. Links will not work if the text has been flattened onto an image or the entire ad has been supplied as an image files such as JPEG or TIFF.

It is the responsibility of the advertiser to ensure that all PDF files are submitted to the correct standard.

DATES / RATES / SPECIFICATIONS

CONFERENCE ISSUE PRINT ADVERTISING RATES (Rates are inclusive of GST)

Unit	Members x 1	Non-Members x 1
Full page	\$3,245	\$3,740
Double page	\$5,500	\$6,050
Half page	\$2,090	\$2,420
One-third page	\$1,540	\$1,705
One-quarter page	\$1,265	\$1,507



10% loading for specific placement Agency - non-commissionable under \$1000.

PRINT MATERIAL SPECIFICATIONS

The preferred file type is high-resolution Press Quality PDF and CMYK colouring. PDF files do require crop marks or 2mm bleed on all sides.

All images should be a minimum of 300 dpi and all fonts should be embedded.

Website links can be automatically picked up and made live in the Journal.

When providing artwork for advertisements, please ensure that:

- URLs include either a www, http, or https
- Links are text-based, not image-based. Links will not work if the text has been flattened onto an image or the entire ad has been supplied as an image files such as JPEG or TIFF.

It is the responsibility of the advertiser to ensure that all PDF files are submitted to the correct standard.

MATERIAL SUPPLY

Artwork can be supplied via email (email file limit of 5 MB). Files larger than 5 MB should be sent via an online file delivery service, such as Dropbox, Yousendit, or similar.

ISSUE DATES FOR 2024

***The Spring Edition of the Journal will be hard copy printed in preparation for the Irrigation Australia Conference & Exhibition event.**

Issue	Material Deadline	Published
Autumn (April)	15 March 2024	8 April 2024
Winter (July)	14 June 2024	8 July 2024
Spring (September)*	19 July 2024	1 September 2024
Summer (January 2025)	6 December 2024	13/20 January 2025

EDITORIAL FEATURES / 2024 EVENT

EDITORIAL FEATURES

AUTUMN

- Urban Design
- Digital technology in irrigation

Advertising Features: Smart irrigation and irrigation products

WINTER

- Training and professional development
- Irrigation water sources - rainwater harvesting, pumped aquifer, recycled water

Advertising Features: Rainwater harvesting

SPRING

- Irrigation Australia Conference and Exhibition 2024
- Centre pivot and travelling irrigation systems

Advertising Features: Automatic control

SUMMER

- Pumps and pumping
- Case studies: design and installation

Advertising Features: Annual pumps and pumping feature

JOURNAL SPRING EDITION ADVERTISING

The Irrigation Australia Conference & Exhibition presents a unique and highly anticipated opportunity for individuals and businesses alike. It serves as a golden ticket to a world of international exposure, extensive networking possibilities, and significant potential for business growth.

Scan for more information



CONFERENCE AND EXHIBITION


2 - 4 September 2024 | International Convention Centre Sydney




ADVERTISING ENQUIRIES

Brian Rault

BCB Media


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 Email: brian.rault@bcbmedia.com.au

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Eve White Editing

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 Email: evewhiteediting@gmail.com



**IRRIGATION
AUSTRALIA**

THE **Overflow**

WA PUBLICATION

MEDIA KIT 2024

THE OVERFLOW PUBLICATION

The Overflow, is the official publication of the WA Region of Irrigation Australia and proudly sponsored by the Water Corporation. It comprehensively covers a wide range of topics, spanning from water and industry policy to engaging articles about irrigation in residential, public open spaces, and rural areas.

It is published quarterly and is circulated to reach diverse audiences, including Waterwise Programs participants, golf course superintendents, retailers, contractors, manufacturers and many more.

The Overflow is a valuable communication vehicle to reach the people responsible for purchasing your products and services.

From humble beginnings, The Overflow has been published as a full colour magazine regularly since 2000. Articles address the full spectrum of issues from water and industry policy through to reports on activities in residential, public open space and rural irrigation. Regular features include; industry development update, WA Chair's report, Member's Profile, Waterwise Garden Irrigator and Design Shop Membership Lists and water supply graphs.

When you advertise in The Overflow, you will benefit from a leading industry publication that reaches all key decision makers. In addition, you are supporting the West Australian Irrigation Industry—the industry that supports you. Any profits from The Overflow go directly to the WA Region of Irrigation Australia to support future industry development activities.

ADVANTAGES OF OVERFLOW ADVERTISING

In The Overflow, we embrace the power of multimedia. You have the option to incorporate videos into your advertising and articles. This allows you to present your content in an engaging and dynamic manner, capturing the attention of our tech-savvy readers.

Some advantages of advertising in the Overflow include:

- Advertise latest products and services by showcasing in the lead up to major events to maximise your brands exposure
- Distributed to all Irrigation Australia contacts (estimate of 8,000)
- Accessible anywhere, anytime, and on any device for convenient reading
- All adverts include live links to your website, email, and phone number, providing direct and easy access
- Utilise engaging videos as part of your advertisements to captivate and connect
- The Overflow publication receives wide promotion across various channels, including:
 1. Social media platforms
 2. QR code accessibility at irrigation retail stores
 3. Downloadable through the Irrigation Australia website
 4. Downloadable via the ISSUU website

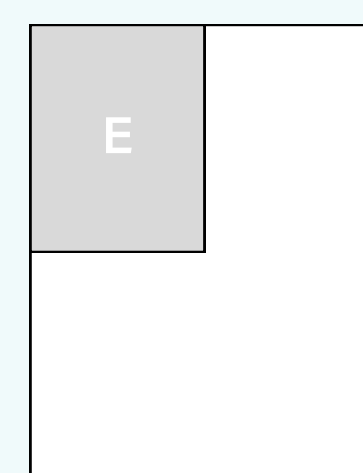
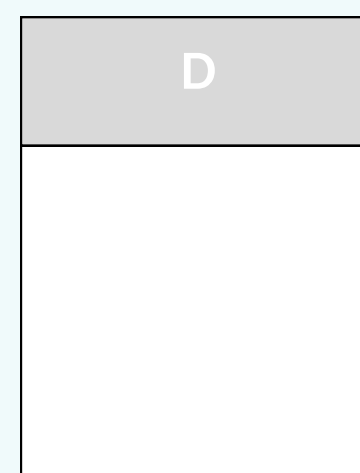
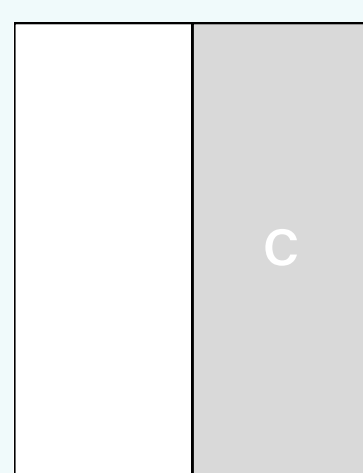
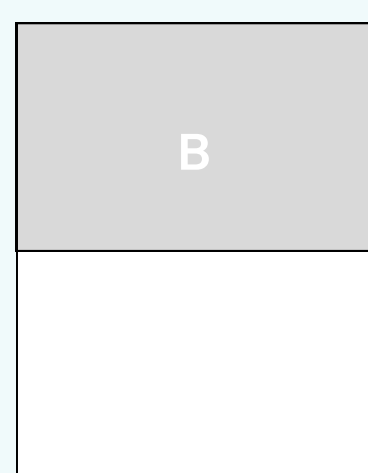
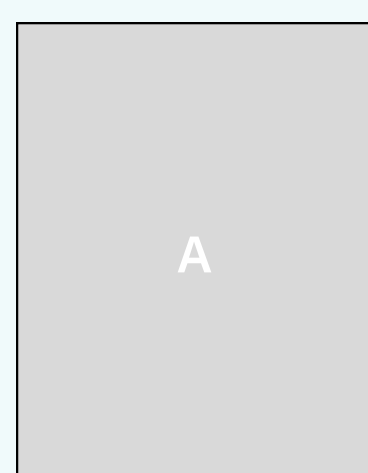


We're particularly excited about the prospect of featuring your company's success stories through compelling case studies. Imagine a series of articles that delve into the intricacies of your projects, from initial planning and design considerations to installation, troubleshooting, and ongoing maintenance. These narratives serve as powerful tools to not only demonstrate your expertise but also provide valuable insights to our readers, offering a comprehensive view of the considerations and solutions within the field of irrigation.

AD SIZES / MATERIAL SPECIFICATIONS / RATES

DISPLAY ADVERTISEMENT DIMENSIONS

Unit	Size
Full page (A)	297 mm high x 210 mm wide
Half page - horizontal (B)	297 mm high x 105 mm wide
Half page - vertical (C)	148 mm high x 210 mm wide
One-third page (D)	99 mm high x 210 mm wide
One-quarter page (E)	148 mm high x 105 mm wide



Please include 5 mm bleed on all sides and keep all important information at least 10 mm from the edge.

MATERIAL SPECIFICATIONS

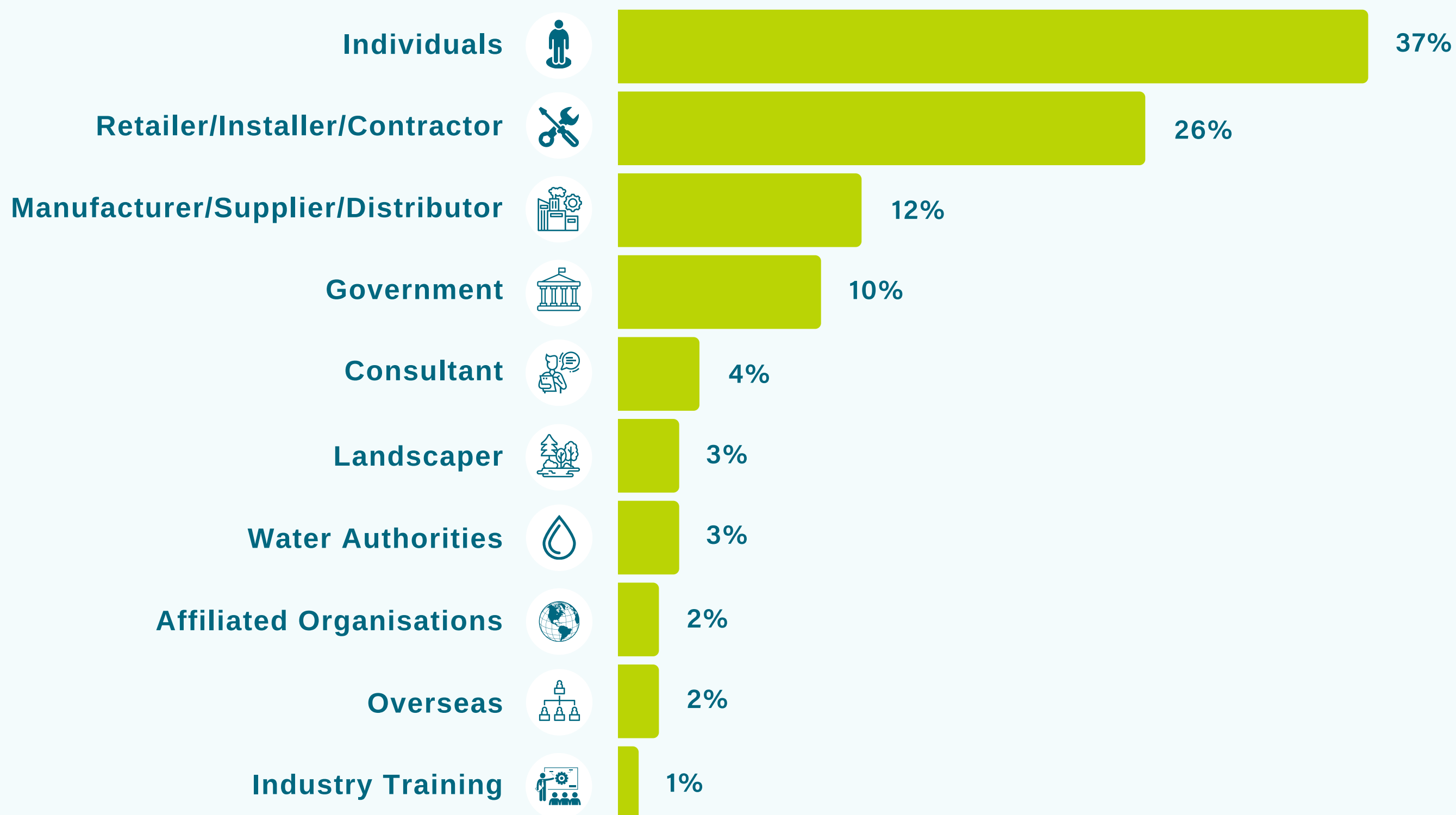
PDF files can be submitted without crop marks (or any printer marks). Bleed is not required for e-magazine format. All photos must be at a minimum of 72 dpi.

ADVERTISING RATES (Rates are inclusive of GST)

Unit	Member rate per issue	Non-Member rate per issue	Casual per issue
Full page	\$581	\$629	\$726
Half page	\$349	\$377	\$436
One-third page	\$290	\$315	\$363
One-quarter page	\$232	\$252	\$290

READERSHIP PROFILE

Connect with over **8,000** contacts associated with Irrigation Australia, spanning a wide spectrum of industry professionals.



Contact us to discuss your advertising query

 08 6263 7774

 overflow@irrigation.org.au