



**POTATOLINK**  
AUSTRALIAN POTATO INDUSTRY  
— EXTENSION PROJECT —

# POTATOLINK MAGAZINE

*"Very informative,  
a very good  
magazine," a  
grower.*

*"Great publication, good to read about  
whats happening around the country.  
A great resource. It drives discussions  
between growers and agronomists, I'm  
conscious I need to keep on top of it  
(the articles) as they are brought up by  
growers", an advisor.*

**RATE CARD**  

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**2025**

# The Publication

The PotatoLink magazine is the cornerstone of the PotatoLink project. It is a standalone magazine focused on providing research-based extension information to the Australian potato industry. The magazine provides current information on the latest potato research and best practice from Australian and international sources.

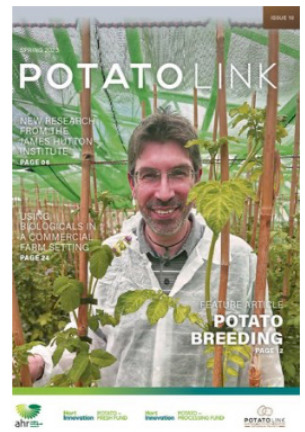
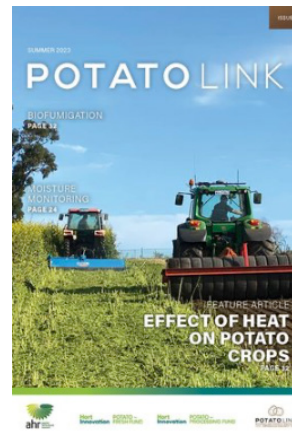
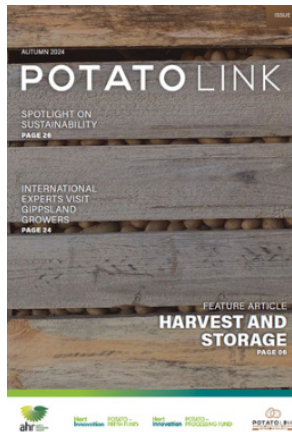
The quarterly PotatoLink Magazine has been published since 2021, targeting potato growers, agronomists, and support staff across Australia's potato growing regions.

# Distribution

**Subscribers:** Both hard copy and digital editions are sent to directly subscribers – approximately 2,000 recipients per edition in both digital and hard copy formats.

**Events:** The magazine is distributed at key industry events including Hort Connections, field days and industry conferences.

**Social media:** The magazine is shared with 1,000 social media subscribers.



## The Publisher



PotatoLink is published by Applied Horticultural Research (AHR).

Applied Horticultural Research is a multi-disciplinary team of skilled research and communications professionals supporting innovation and sustainability in the horticultural supply chain – from farm to consumer. AHR works closely with growers, processors and support organisations in Australia and overseas to deliver better products to consumers and greater returns to growers. AHR manages or leads a large number of horticultural research projects that are strongly focused on vegetable crop production systems. AHR works with other major organisations in the horticultural field.

**Learn more about AHR at [ahr.com.au](http://ahr.com.au)**

**Learn more about PotatoLink at [potatolink.com.au](http://potatolink.com.au)**

# Publishing dates and deadlines

EDITION	BOOKING DEADLINE	ARTWORK DEADLINE	DELIVERY COMMENCES*
Issue 15, Summer 2024/25	22 November 2024	13 December 2024	10 January 2025
Issue 16, Autumn 2025	21 February 2025	14 March 2025	11 April 2025
Issue 17, Winter 2025	16 May 2025	13 June 2025	11 July 2025
Issue 18, Spring 2025	15 August 2025	12 September 2025	10 October 2025
Issue 19, Summer 2025/26	21 November 2025	12 December 2025	9 January 2026

\*Estimated

# Advertising rates

ADVERTISEMENT SIZE	CASUAL RATE	X4 (-15%)
Full Page (A4)	\$2,025	\$1,721
1/2 Page Horizontal	\$1,281	\$1,088
1/2 Page Vertical	\$1,281	\$1,088
1/3 Page Horizontal	\$855	\$726
1/4 Page Horizontal	\$705	\$599

## Premium positions - Covers

Inside front cover - add 20%

Inside back cover - add 15%

Outside back cover - add 20%

Cancellations: Cancellation prior to the artwork deadline will result in a 50% refund. No refund will be made for cancellations after the artwork deadline.

# Advertising terms and conditions

All advertisements are independent from editorial decisions. AHR does not endorse any product or service marked as an advertisement or promoted by a sponsor in AHR publications. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors.

AHR reserves the right to decline any type of advertising that is damaging to the brand of AHR or is inappropriate to the content held on the AHR network.

Advertisements may not be deceptive or misleading and should clearly identify the advertiser and the product or service being offered.

Advertisements will not be accepted if artwork or text is indecent or offensive, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature. AHR does not accept advertorial content for publication in the PotatoLink magazine.

# Artwork specifications

ADVERTISEMENT SIZE	TRIM SIZE, mm (wxh)	BLEED SIZE, mm (wxh)	TYPE AREA, mm (wxh)
Full page	210 x 297	216 x 303	200 x 287
1/2 page horizontal	193 x 135	n/a	183 x 125
1/2 page vertical	102 x 297	n/a	92 x 287
1/3 page horizontal	193 x 90	n/a	183 x 80
1/4 page horizontal	193 x 68	n/a	183 x 58

## Files specifications

- Please provide all files as a PDF.
- Colours must be in CMYK (no RGB). Spot colours to be converted to CMYK
- Only full page adverts require a 3mm bleed and trim marks.
- Resolution must be at least 300dpi
- All fonts (screen and print) must be packaged, embedded or outlined. Minimum type size: 5 point. For full-colour reverse type – minimum type size:
  - 6 point.

Preferred send files via email to pulse media.

## Contacts

### ADVERTISING

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