

# RATE CARD

We are committed to the successful growth of the nursery and garden industry and the profitability and professionalism of our members through promotion, representation, education and communication.

## Our Reach



200+ Members



4000+ Readers



3500+ Trade Day



6200+ Social Media



750+ eNews



30,000 Web visits  
per month





# N&G

# MAGAZINE

4000+  
INDUSTRY  
READERS

## Non Member Price

\$3000  
\$2325  
\$1875  
\$1650  
\$1125  
\$900  
\$675

## Member Price

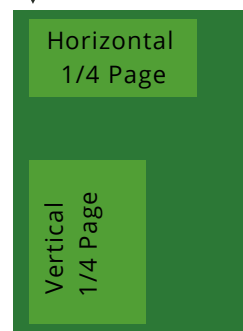
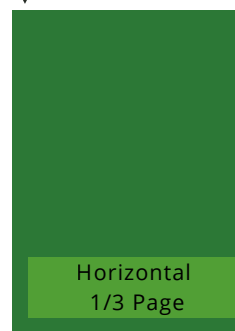
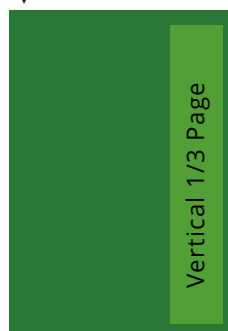
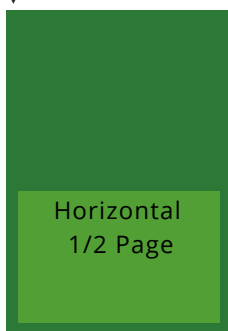
\$2000  
\$1550  
\$1250  
\$1100  
\$750  
\$600  
\$450

Back cover  
Inside front cover  
Inside back cover  
Full page Trim size  
1/2 page display ad  
1/3 page display ad  
1/4 page display ad

A well respected, industry specific magazine offering advice and knowledge to the horticulture industry. N&G News reaches 4000+ readers of which 85% are from production, retail or allied nursery trade.

**Buy 4 for 10% off!**

↓ Full page ad   ↓ 1/2 page ad   ↓ 1/2 page ad   ↓ 1/3 page ad   ↓ 1/3 page ad   ↓ 1/4 page ad



## Full Page

## 1/2 Page

## 1/3 Page

## 1/4 Page

<b>Trim</b>	210 x 297 mm	<b>Horizontal</b>	186 x 118.5 mm	186 x 75.5 mm	186 x 55 mm
<b>Bleed</b>	220 x 307 mm	<b>Vertical</b>	88 x 247 mm	55.5 x 247 mm	88 x 118.5 mm



## DIGITAL

# ADVERTISING

## GINA FORTNIGHTLY ENEWS

Our enews email is sent out fortnightly to all members as well as key industry professionals. Advertising in our enews is only open to current GINA members.

**Non Member  
Price**

N/A

**Member  
Price**

**\$500**

**Advertorial**

(up to 150 words plus a logo/image and a link)

Please note that all ads must be approved by GINA staff to ensure they are on brand and do not conflict with any partnership agreements.

## SOCIAL MEDIA

GINA Facebook, Instagram and LinkedIn accounts reach over 6200+ Industry followers. We are always looking to share or post any relevant and timely information that would be of benefit/interest to GINA members.

Please note that all ads must be approved by GINA staff to ensure they are on brand and do not conflict with any partnership agreements.

**Non Member  
Price**

\$750 per post  
\$1500 for all 3

**Member  
Price**

**\$500 per post  
\$1000 for all 3**

**Advertorial**

(up to 50 words plus a logo/image)



JOB

# ADVERTISING

## JOB AD PACKAGE

Advertise employment opportunities with our Job Ad Package.

**Non Member  
Price**

\$750

**Member  
Price  
FREE**

**Job ad package. Includes:**

- Website:** Full job description and the advertiser logo posted on our website. The ad will remain on the site for up to six weeks unless otherwise arranged. The GINA website generates 30,000 visits a month.
- eNews:** A mention in our eNews with a link to the ad on our website. 750+ financial member organisations and their staff.
- Social Media:** A Facebook and Instagram post, complete with advertiser's logo. (The advertiser will also be tagged in the post, if possible). Facebook, Instagram and LinkedIn have a combined 6200+ followers.





AD

# DESIGN

If you would like GINA to create an ad on your behalf, for inclusion in N&G News and/or eNews, please contact GINA HQ to discuss your requirements and costs. Prices average \$50-\$150.



**TO ADVERTISE WITH GINA**

**Contact us at** [info@ngina.com.au](mailto:info@ngina.com.au)  
or call 02 9679 1472

**All prices include GST**