



**Victorian Farmers**  
Federation



**Now's your chance to talk directly  
to the decision makers of 10,000  
agricultural SME's who generate over  
\$9 billion in sales every year**

# Media Kit

A partnership with the largest state farming organisation in Australia will allow your voice to be heard by some of Victoria's most prominent and successful farmers.

# About the Victorian Farmers Federation

The Victorian Farmers Federation (VFF) is the voice of Victorian agriculture. It has a membership of approximately 10,000 farm enterprises (accounting for approximately 70% of the State's commercial farms) and nearly 20,000 individuals. It is the largest state farm organisation in Australia.

Its mission is to make sure that agriculture remains productive and viable industry throughout Victoria. Consequently its core mission is to represent the views of agriculture to politicians at all three tiers of government (Local, State, and Federal), parliamentary committees, government departments, media (metropolitan and regional), allied industry groups, educational institutions and the general public.

The VFF is not a political organisation neither does it have an affiliation with any political party. Rather, it proactively engages parties of all persuasions in its pursuit of equity for agriculture and rural Victoria.

Since its formation in 1979, it has had a strong record of industry leadership. Over the past 12-18 months, the VFF has continued to lead the debate on many vital issues with government and within the media.

Last year alone, VFF lobbying delivered \$2.4 billion in government investment in infrastructure and direct support for agriculture - a return of \$685 for every \$1 member's investment in membership fees.

To accommodate the needs and interest of a wide and diverse industry, the VFF has segmented all agricultural enterprises into seven industry groups to facilitate more specialised focus applicable to their needs and interests. They are:

- Dairy Group (UDV)
- Horticulture Group
- Pigs Group
- Grains Group
- Chicken Meat Group
- Young Agribusiness Professionals (YAPS)
- Livestock Group
- Eggs Group

The VFF also has a large contingent of young professional farmers who are actively involved in the organisation. Many are tertiary educated, highly skilled and regarded as the future decision makers within Victoria and Australia.

The VFF also has a number of small farmers, business partners and associates within its membership base.



# Agriculture is a vital contributor to generating Australia's wealth

## Modern farming is essential to Victoria and Australia's economic, environmental and social well being.

Nationally, Australian farms and closely related sectors generate \$103 billion a year in production. It supplies 93% of food consumed domestically and exports a massive 62% of volume that earns the nation \$27.5 billion in foreign exchange.

Nationwide, agriculture directly employs 304,000 people, yet when other related food industry sectors are included, over 1.6 million Australians, 17.2% of the national workforce or 1 in 6 of all jobs, are gainfully employed as a result.

Likewise, agriculture in Victoria is a vital contributor to the State's wealth, generating \$9 billion or 18% of the state's GDP, one third of its exports, and direct employment of over 82,000.

## Agriculture is highly efficient

Despite common misperceptions and the worst drought on record, Australian agriculture is highly efficient.

Since 1960s, Australian agricultural production has tripled, despite a 50% fall in terms of trade.

Over the past 20 years farming farm annual productivity has grown an average of 2.8% - a feat no other industry, with the sole exception of telecommunication and information technology, come even close to matching.

Government support for Australian farms represents only 6% of farming income yet it successfully competes throughout the world against countries that are liberally supported by their governments. In Korea income support for agriculture amounts to 63%, 53% in Japan, 32% in the European Union, 23% in Canada and 11% in the United States.

## A custodian of the nation's environment

Australian primary industries lead the nation on many key environmental initiatives.

Over the past 15 years greenhouse gas emissions have been reduced a massive 40%.

Annually, the industry invests over \$3 billion in Natural Resource Management (NRM), managing or preventing weed, pest, land and soil, native vegetation and water related issues, initiatives that have yielded increased productivity 88.6%, farm sustainability 88.4%, and better environmental protection 74.5%.

## An industry with a strong future

Over the next 40 years the world's population is expected to grow 50% to an estimated 9 billion, of which over half will reside to Australia's northern reaches. As a result, the forecast for Australian agriculture, with its fresh, highly efficient and high standards of production that will give it a distinct competitive advantage, will underpin strong growth of the industry for many decades into the future.

## Our members understand business, let them understand yours

Many VFF members run agricultural operations worth many millions of dollars. A partnership with the VFF means a partnership with the decision makers and their principal advisors of over 10,000 farm enterprises and rural businesses who want to invest in your business as a means to improving their.

In R&D, the Department of Agriculture, Fisheries and Forestry estimate Australian farmers invest \$237 million annually, while the Australian Bureau of Agriculture and Resource Economics (ABARE) reports that in 2007-08, at the height of one of the worst droughts on record, investment in capital additions to farms including vehicles, plant and machinery and other farm improvements increased by more than two-thirds in both broadacre and dairy farms alone.

# Farmers don't just produce... They consume

Normally thought of as the nation's producers, the fact that farmers are also consumers is often overlooked.

Ninety nine percent of Australian farms are family owned. This means that Australian farmers are not only making major spending decisions for the farm, but also their households and families.

Like every other consumer, farmers and their families are deciding what television to buy, what broadband plan to use, what clothes to wear, what school to send their children to, where to go on holidays, and what presents to buy for Christmas.

The VFF can provide a number of avenues for your business to reach out and communicate to rural families and aide them in their choices.

The Victorian Farmer magazine is the quarterly publication of the VFF and covers the most important policy issues that directly impact on Victorian agriculture.



# Advertising Opportunities

## Advertising Representatives

### Victoria, South Australia and Western Australia

Brown Orr Fletcher Burrows  
 419 Malvern Rd South Yarra 3141  
 Tel: 03 9826 5188 • Email: paulburrows@bofb.com.au

### NSW and Queensland

Gulliver Orr Fletcher Burrows  
 Level 8 157 Walker St North Sydney 2060  
 Tel: 02 9922 2677 • Email: Lindsay@gofb.com.au

### Printed Material Supply

Finished artwork preferably supplied as a PDF via email. Otherwise via CD/DVD is accepted.

High-resolution CMYK PDF with minimum 300dpi required for all materials. All fonts should be converted to outlines. Black text should be set to black only, and set to overprint. Large areas of black should include 20% cyan. On full-page adverts type and important features should be within the type area. At least 3mm of bleed is required for all printed materials.

There are a number of opportunities for you to make a target impression.

## VICTORIAN FARMER magazine

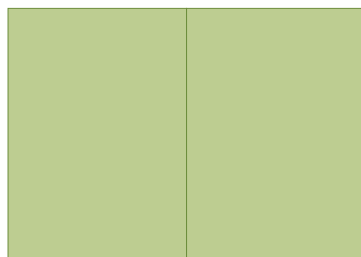
The Victorian Farmer magazine is the flagship publication of the VFF. It is a quarterly publication covering the most important policy issues that directly impact of the Victorian farming. It is read by farmers, business people, politicians, government departments, and a wide range of other stake holders as a means to keeping them up to date with major issues affecting farm operations, productivity and profitability.

It is mailed to every farm enterprise and available electronically to every famer and rural community throughout Victoria.



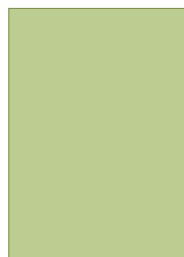
### Advertisements

|                                       |        |          |      |
|---------------------------------------|--------|----------|------|
| A4 Full Page                          | Colour | \$6,500  | +GST |
| <i>Discount for multiple bookings</i> |        |          |      |
| Double Page Spread                    |        | \$12,500 |      |
| Half Page                             |        | \$3,500  |      |



#### Double Page Spread

Trim 297mm x 420mm  
 Type 257mm x 390mm  
 Bleed 303mm x 426mm



#### Full Page

Trim 297mm x 210mm  
 Type 257mm x 180mm  
 Bleed 303mm x 216mm



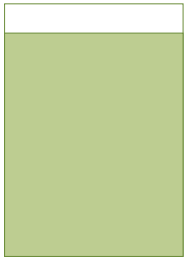
#### Half Page Horizontal

Trim 148.5mm x 210mm  
 Type 118.5mm x 190mm  
 Bleed 303mm x 426mm

### Member Advantage

NOTE: All FPC Ads in the Member Advantage will appear with a section header on top of the supplied material.

|             |           |         |      |
|-------------|-----------|---------|------|
| Promotion   | Full page | \$4,750 | +GST |
|             | Half page | \$2,500 |      |
| Advertorial | 1 page    | \$4,500 |      |
|             | 2 page    | \$6,000 |      |
|             | 3 page    | POA     |      |



Full Page

Trim 270mm x 210mm  
Type 230mm x 180mm  
Bleed 276mm x 216mm



Half Page Horizontal

Trim 135mm x 210mm  
Type 105mm x 190mm  
Bleed 141mm x 426mm

### Address Sheet

|               |           |     |
|---------------|-----------|-----|
| A4 rear sheet | Full page | POA |
|---------------|-----------|-----|

Up to 3 pages (includes starburst on front address page to draw reader attention to material overleaf)

|         |                |       |          |
|---------|----------------|-------|----------|
| Inserts | Single page    | \$200 | per 1000 |
|         | Multiple pages | POA   |          |

|      |            |       |
|------|------------|-------|
| eMag | Web links  | \$35  |
|      | Email      | \$35  |
|      | Pop-ups    | \$125 |
|      | Video clip | \$650 |

eMag makes the VICTORIAN FARMER available to every farmer in Victoria and indeed, Australia. In addition the electronic adverts can have links to the advertisers own email, web site. We can even have pop-ups and video clips embedded for even more information.



# Annual Report

## Advertisements

|   |        |          |      |
|---|--------|----------|------|
| A4 Full Page  | Colour | \$6,500  | +GST |
| <i>Discount for multiple bookings</i>                                   |        |          |      |
| Double Page Spread  |        | \$12,500 |      |
| Half Page   |        | \$3,500  |      |
| <i>Please see VICTORIAN FARMER page specifications left for sizing.</i> |        |          |      |



## Digital Material Supply

Artwork to be used on-screen either in the eNewsletters, or on the VFF website, should be supplied as JPEG files if using a lot of colours, or a GIF if the advert has limited colouring. They should be 100% of the listed size at 72dpi, and no larger than 50kb in size. Both the eNewsletters and website mini-adverts use the same dimensions, so a single file can be provided where both options are taken.

## We send over 10,000+ e-Newsletters per month!!

For as little as \$500 your advert can be appear in all titles, across all categories in our e-Newsletters. That's over 10,000 e-Newsletters per month. Get your message out fast! You can even alert members by SMS to any special offers!

|  |  |                |
|--|--|----------------|
| <b>Tile Adverts</b>                    | <b>Package</b>                         | <b>\$500</b>   |
| <i>(email) 220 x 170 pixels @72DPI</i> | <i>With F/P VIC FARMER Advertising</i> |                |
| <i>(printed) 60mm x 50mm @300DPI</i>   | <b>Package</b>                         | <b>\$1,200</b> |
|  | <i>Combination eNewsletter/website</i> |                |
|  | <b>Website only</b>                    | <b>\$1,000</b> |

| Title                      | Frequency   | Mode  | Editions per annum |
|----------------------------|-------------|-------|--------------------|
| VFF Weekly                 | Weekly      | email | 48                 |
| UDV Update                 | Fortnightly | email | 24                 |
| The Stock Standard         | Fortnightly | email | 24                 |
| Snippets                   | Fortnightly | email | 24                 |
| UDV Hotline                | Monthly     | print | 11                 |
| The Hort                   | 4 monthly   | print | 3                  |
| The Wishbone               | 4 monthly   | print | 3                  |
| The Wishbone Express (New) | Monthly     | email | 11                 |
| The Layer                  | Quarterly   | email | 4                  |
| The Porker                 | Quarterly   | email | 4                  |
| Workplace Relations (New)  | Monthly     | email | 10                 |
| Breaking News (New)        | as required | email | ~12-18             |
| VFF Member Advantage (New) | as required | email | ~12-24             |
| Policy Torque (New)        | Monthly     | email | ~10                |
| Water Policy Update        | Weekly      | email | 48                 |



## Web Site

This is not 'another web site'. It has been developed to meet farmer needs across a wide range of interests and needs – such as a live feed for up to date prices for produce, weather, Farmers Forum, Farm Trade where products, services and labour can be advertised.

|   |  |
|---|--|
| <b>Tile Adverts</b><br>220 x 170 pixels @72DPI          | Package \$500<br>With F/P VIC FARMER Advertising   |
|   | Package \$1,200<br>Combination eNewsletter/website |
|   | Website only \$1,000                               |
| <b>Banner Adverts</b><br>470 x 70 pixels @72DPI         | Package \$500<br>With F/P VIC FARMER Advertising   |
|   | Website only \$1,000                               |
| <b>Market Research</b><br>Surveys/Quantitative Research | \$2,500  |

