



Victorian
Farmers
Federation

Victorian Farmer

2023 MEDIA KIT



The Victorian Farmers Federation plays a critical role in representing the interests of farmers and regional communities. We are the voice for Victorian agriculture and have a vision to create a sustainable and socially responsible industry, connecting with all Victorians.

THE ORGANISATION

With a strong record of successful political advocacy and leadership, the VFF has generated substantial benefits for the agriculture sector since its formation in 1979.

THE INDUSTRY

The Victorian agricultural industry accounts for over one quarter of all farms in Australia.

Agriculture is worth \$17.8 billion to the Victorian economy and almost one third of Australia's total agricultural value.

Victorian Farmer gives you direct access to one of the State's most valuable industries.

THE MAGAZINE

The Victorian Farmers Federation publish *Victorian Farmer* as quarterly editions, covering the leading issues affecting our agricultural industry, regional and rural communities, agribusiness, innovation and tech, farm safety, food security, sustainability and conservation and much more.

Our intention is to connect with and elevate Victorian farmers in an unprecedented way; providing a bridge between city and country through a deep dive into their businesses, lifestyles and challenges. *Victorian Farmer* is emerging as a key platform for metropolitan Victorians to better understand, appreciate and support their primary food producers and local economy.

INDUSTRY VALUE IN VICTORIA ALONE

\$17.8^B

[VIEW OUR PREVIOUS ISSUES HERE](#)



OUR MISSION

A secure farming future
for all Victorians — and
generations to come.

Victorian Farmer

***Victorian Farmer* is distributed directly to VFF members and a growing metropolitan audience. Approximately 5,000 print copies of the magazine are delivered to the farm gate in Victoria. No other publication or digital platform has such direct access to this unique market segment.**

THE AUDIENCE

With a growing lack of diversity and transparency, consumers no longer inherently trust commercial brands or mainstream media. Farming communities view *Victorian Farmer* as an exceptionally valuable resource with its grassroots reporting and storytelling, meaning your brand will attract a level of trust and loyalty by aligning with, contributing to and marketing within the magazine.

THE READER

Despite 60 per cent of farmers being considered 'light' to 'non-readers' of other print publications, three in four *Victorian Farmer* readers engage with our publication for 15 minutes to an hour. Our reader is an active consumer and affluent; with a household income that is 12 per cent higher than the average in other country regions, and 48 per cent higher in savings and investments. 7 in 10 readers redeem a VFF partner offer such as Mobil, Prime Super, Noble Oak, Momentum, WFI, Telstra and Bunnings after reading, and 6 in 10 purchase products they see in the magazine.

THE INVESTMENT

With a reach of approximately 20,000 farmers and rural professionals each issue, *Victorian Farmer* is an essential tool for key decision-makers in agriculture and agribusiness as well as those who want to communicate with them on the topics that matter most. Magazines are kept as a resource and referred to again and again. The shelf life of your campaign lives long after the next issue arrives. Your brand will continue to connect via the magazine, e-newsletters and social media. From the farmgate verandah and coffee table, to the farm stay Airbnb and its visiting conscious consumer.

MORE THAN

ONE THIRD

of our farmers do not receive any other magazine.

Further to this, **3 in 4** farmers are not reading any national, regional or metro newspapers at all.



ONE ISSUE
the Top Shop
Big change
starts small.

CAPTIVATES OVER 20,000

TANGAMBALANGA
GENERAL STORE

Victorian Farmer

Ad Sizing

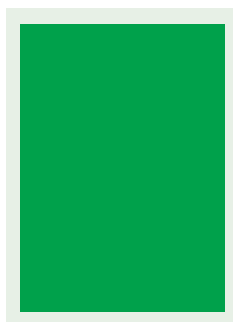
01 02 03 04



DOUBLE PAGE SPREAD

Trim
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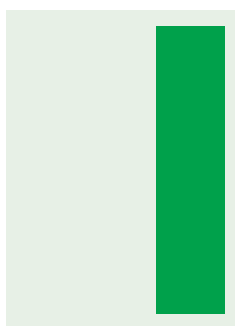
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FULL PAGE

Trim
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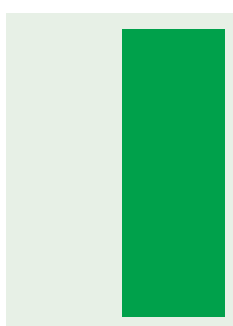
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THIRD PAGE VERTICAL

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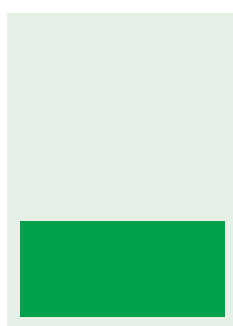
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HALF PAGE VERTICAL

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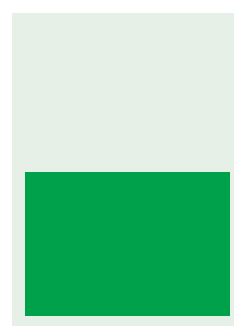
Type/design
271mm x 90mm wide



THIRD PAGE HORIZONTAL

Trim
90mm x 210mm wide

Type/design
74mm x 194mm wide



HALF PAGE HORIZONTAL

Trim
135mm x 210mm wide

Type/design
119mm x 194mm wide

FILE FORMATS: Adobe Portable Document Format (PDF). Artwork is accepted via email.

IMAGES: Minimum of 300dpi at 100% scaling. All images must be in CMYK mode.

BLEED MATERIAL: Bleed to be 5mm off all edges. Text MUST BE a minimum of 8mm from edge of page. All marks to be offset by a minimum of 5mm.

PRODUCTION

magazine@vff.org.au

DISCLAIMER

We may, at our absolute discretion, refuse to publish any advertisement without giving any reason. No contract is formed between you and us until we accept your advertisement for publication and issue you with a valid tax invoice. The positioning or placement of your advertisement will be at our discretion unless we expressly agree otherwise in writing. The VFF does not accept advertising from registered political parties.

Inserts

INSERT WEIGHT (LOOSE)	CPM '000
0-5g	\$205
6-10g	\$255
11-15g	\$340
16-20g	\$400
21-25g	\$450

PLEASE NOTE

*Victorian Farmer has a maximum insert weight of 50g per issue



74% of Australians
agree that “when seeing
a company or brand
getting behind a cause,
it’s more credible
and genuine if they’re
partnering with a not for
profit to effect change”?

THE CONSCIOUS CONSUMER REPORT 2022

Di Marzio Research and bepartnerready.com, October 2021.

Rate Card

01 02 03 04

VICTORIAN FARMER ADVERTISING RATES

CASUAL

Asset	Rate
Double Page Spread	\$7,000
Full Page	\$4,500
Half Page	\$2,300
Third Page	\$1,500
Mailing Cover Sheet	\$3,000
Fortnightly eNews Articles	\$550 (1 x article)
Social Media	\$75 per platform per post

PLEASE NOTE

All rates ex. GST.

eNews article and social post content to be provided by the advertiser and approved by the VFF.

2 x (10% DISCOUNT)

DPS	\$6,300
FP	\$4,050
HP	\$2,070
TP	\$1,350
Mailing Cover Sheet	\$2,700
Fortnightly eNews Articles	\$1,350 (3 x articles)
Social Media	\$75 per platform per post

4 x (16% DISCOUNT)

DPS	\$5,880
FP	\$3,780
HP	\$1,932
TP	\$1,260
Mailing Cover Sheet	\$2,520
Monthly eNews Articles	\$2,370 (6 x articles)
Social Media	\$75 per platform per post

PACKAGE BUNDLE

\$7,000

Full page
3 x Monthly eNews Articles
1 x Mailing Cover Sheet

Deadlines

STAGE	SUMMER 2023 ISSUE	AUTUMN 2023 ISSUE
Booking deadline	14 November 2022	16 January 2023
Editorial content deadline	9 December 2022	17 February 2023
Advert artwork deadline	16 December 2022	24 February 2023
Mail distribution	Mid January 2023	Late March 2023



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