



NURSERY & GARDEN INDUSTRY VICTORIA

2022 MEDIA RESOURCE



MELBOURNE
INTERNATIONAL
FLOWER AND
GARDEN SHOW

Groundswell
MIFGS CONSUMER EDITION



**PUT YOUR BUSINESS
IN FRONT OF UP TO
100,000
NEW AND ENGAGED
CUSTOMERS?**

Announcing the MIFGS March 2022

NURSERY & GARDEN INDUSTRY VICTORIA **groundswell** Consumer Edition

March Groundswell 2022 will be a special consumer-focused edition offered to all attendees of the Melbourne Flower & Garden Show.*

Take advantage of this unique opportunity to engage the army of gardening enthusiasts visiting the Southern Hemisphere's largest and most-loved horticultural event.

As this issue encompasses information previously available in individual brochures, such as the Avenue of Achievable Gardens, Tree and Shrub Growers, the retail display and the NGIV Precinct, these customers are guaranteed to receive your content as well.

Deadlines will be tight and we expect a quick uptake, so if you wish to be considered for an advertising space, act now!

Contact NGIV on (03) 9576 0599 or comms@ngiv.com.au for more information or to secure your spot.

*** Please note that:**

The special issue will still be posted to members.

Given the extended reach, advertising rates will increase from standard *Groundswell* rates.

Existing advertising or content commitments will be honoured, however, partners can elect to move to another edition if they determine that their brand or marketing is not suited to a consumer version.

GROUNDWELL ADVERTISING RATES

POSITIONS	SIZE (width x height)	VICTORIAN FULL MEMBER \$ inc gst*	NON-MEMBER \$ inc gst*
FRONT COVER	A4 (210mm x 297mm)	4,800	5,280
INSIDE FRONT COVER	A4 (210mm x 297mm)	4,320	4,752
BACK COVER	A4 (210mm x 297mm)	3,720	4,092
INSIDE BACK COVER	A4 (210mm x 297mm)	3,720	4,092
FULL PAGE	A4 (210mm x 297mm)	3,305	3,635
HALF PAGE	181mm x 132mm	1,945	2,140
THIRD PAGE	181mm x 86mm	1,535	1,700
QUARTER PAGE	181mm x 65mm	1,345	1,480
ADVERTORIAL FULL PAGE	600 – 700 words plus two to three images and logo	3,305	3,635
ADVERTORIAL HALF PAGE	300 – 350 words plus one image and logo	1,945	2,140
TRADE DIRECTORY 1/10 PAGE	88.5mm x 50mm	930	1,023

MATERIAL & ADVERTISING DEADLINES

MAGAZINE EDITION	ADVERTISING MATERIAL DEADLINE	EDITORIAL MATERIAL DEADLINE	ON SALE
MARCH MIFGS (CONSUMER EDITION)	16 Feb 2022	14 Feb 2022	1 Mar 2022

ADVERTISING SIZES

FULL PAGE
INSIDE BACK
INSIDE FRONT

TRIM SIZE
210mm x 297mm

BLEED SIZE
216mm x 303mm

QUARTER PAGE
HORIZONTAL
181mm w x 60mm h

HALF PAGE
HORIZONTAL
181mm w x 132mm h

1/8 PAGE
HORIZONTAL
TRADE REGISTER
88.5mm w x 50mm h

THIRD PAGE
HORIZONTAL
181mm w x 86mm h

GROUNDSWELL MATERIAL SPECIFICATIONS

The following guidelines are to assist suppliers of Advertising or Editorial material in file preparation to appear within *Groundswell* magazine. Suppliers of digital advertising material are responsible for checking all files before sending to NGIV. Any work undertaken by NGIV to process non-compliant material will incur a charge. Any digital file that does not comply with these guidelines cannot be accepted. Electronic advertisements are to please be supplied as a press-ready, high resolution pdf.

WE DO NOT ACCEPT: Microsoft Publisher, Word, Powerpoint, CorelDraw as final art.

Page Size:

210mm x 297mm (A4)

Resolution:

300dpi/Screen ruling 175lpi

Printing:

Groundswell is a four colour process publication. All Pantone colours will be converted to CMYK and we will not be held responsible for the possible colour variation as a result.

Software:

Acrobat, Adobe Photoshop, Adobe Illustrator, Indesign, Quark 2019.

Prepress:

Total Ink – 300%
Dot Gain – 5%

Front cover bookings:

Hero cover image to please be a single image of green-life and not product or pack shots or an advertisement.

Logos are not permitted on the cover but a short paragraph or descriptive sentence about

the cover image and company logo along with contact website can be included in the magazine where layout permits.

The only text allowed on the cover is the strapline which appears at the bottom of the page and should be short and around 45-50 characters in length.

Hero image to be a vertical high res image suitable to crop to 210mm wide x 297mm high plus 3mm bleed all around (216mm wide x 303mm high) in CMYK or original RGB uncropped file directly from camera without any enhancements or manipulation. Image must be 300 dpi at 100%.

Please keep in mind to allow for the *Groundswell* masthead at the top of cover when selecting the image.

Images:

Images sent separately or included in Quark, Photoshop, Indesign or Illustrator documents must be grayscale or CMYK, file type preferred is .eps or .tiff, @ 300dpi to the exact size required (i.e. 100%), line art bitmap tiff files @ 1200 dpi. Logos must be vector EPS files. ***Please do not, under any circumstances, supply images and logos that have been taken from a web page.*** Web images are low resolution which is not suitable

for print purposes, and copying images may breach copyright. JPEG files sent via email will only be accepted after being checked for quality, and will be converted into the suitable format. Note that embedded JPEGs in supplied adverts can cause print errors and should not be used. Please convert those images to CMYK .eps files as specified earlier.

Fonts:

All fonts must be embedded or supplied (both printer and screen). Please do not artificially stylise fonts (eg: bold, italics) as simulation results in unsatisfactory output. All fonts to be converted to outlines within application used. Please avoid all truetype fonts.

Bleed:

Minimum 3mm is required for full-page advertisements only, and always allow enough space for trim. All smaller sized ads should be made to the mechanical specifications given.

Advertisement press-ready PDF specs:

Advertisements to be supplied as press ready PDF files:

1. All fonts embedded (no Truetype fonts accepted)
2. All elements must be CMYK. RGB, LAB or spot colours are not allowed.

3. OPI must never be included in the file. (see advanced tab in distiller)

4. Resolution: 300dpi for all submitted images and files.

5. All full page ads must have trim and bleed marks positioned outside the bleed area to avoid them being visible.

Submitting files

When emailing artwork please keep in mind that our email is limited to 10MB per email (including your attachments). Use file compressing programs like Stuff It or ZIP to lower the size of your files, or send via WeTransfer, DropBox or MailBig or similar. Please share content with comms@ngiv.com.au and angie@valegraphics.com.au.

Design charges

We offer a complete ad design facility. Charges for all design services will be made separately. Should extensive work or author changes* be required, additional charges will be incurred subject to viewing supplied material.

**Author changes are where an advertiser supplies copy or has agreed to copy and, on sighting the proof, makes extensive changes to the previously agreed/supplied copy.*

EDITORIAL SUBMISSION SPECIFICATIONS

NGIV happily welcomes all submissions and will make every effort to consult and collaborate with the author on any recommended changes. NGIV reserves the right to edit the article to the magazine's style and to make any required corrections as recommended by the Editor. Any content submitted may also be published on NGIV's website and social media channels.

Content submission:

Please submit your content to comms@ngiv.com.au.

For image files that are too big to email please add to a DropBox folder or similar and share with angie@valegraphics.com.au

Text for article:

Text may be sent as a Microsoft Word document for longer copy, or email for shorter pieces.

Feature article: 1,000 to 1,200 words plus 4-6 images to select from.

Full page article: 650 to 700 words plus 3-4 images to select from.

Word doc requirements:

Heading: Please supply a short heading that you can visualise will not run over two lines. Preferably around 10 words is ideal.

By line: Please state author's name and title

Intro paragraph: Please ensure the documents has a clearly defined introduction paragraph of approx 45-50 words or less.

Image/graphics captions: Please supply captions at the end of the Word document referencing the supplied image number/ file name and not in the actual file name of the image.

Feature article/editorial images and graphics:

Images embedded in a Word doc or PDF must also be supplied separately.

Images taken off websites will not be accepted. Images must be submitted as separate high resolution .jpg, .eps or .tiff files @ 300dpi. Minimum size of shortest length of photo is 90mm wide @ 300dpi.

Please supply 6 to 8 images to provide options to select from when placing them in final layout.

It is preferable that you not alter the image in any way before submission. Please submit the original RGB uncropped file directly from camera without any enhancements or manipulation.

Logos to be supplied as high res Illustrator eps vector files and not jpgs please. Logos taken off a webpage will not be accepted. Vector files allow scaling to any size or overlaying on images, without loss of quality.

Graphs, charts and tables that appear in a Word to be supplied as the original Excel doc they were created in please. If a propriety software has been used, as is sometimes the case in scientific graphs and charts, then please supply the file as an eps or highres pdf if possible.

