



ALMOND BOARD
OF AUSTRALIA

Media Kit 2026



Spring 2025

australian almonds

In A Nutshell

The Official Newsletter of the Australian Almond Industry

IN THIS ISSUE

- ❑ Aurora B enters grower trials
- ❑ National Varroa mite update
- ❑ Keeping trees virus free
- ❑ Countdown to R&D Forum

Murray the almond kangaroo is ...

Dressed to impress

FULL STORY PAGE 27



In A Nutshell

In A Nutshell is the official voice of the Almond Board of Australia and the only quarterly magazine dedicated to the almond industry within Australia.

This electronic publication provides a broad selection of information including:

- Industry news
- Marketing and trade activities
- Technical information on almond growing and research updates
- The latest from the ABA's Industry Development team
- Upcoming events

Publication

In A Nutshell is published quarterly

- March (Autumn Edition)
- June (Winter Edition)
- September (Spring Edition)
- December (Summer Edition)

Circulation & Readership

In A Nutshell e-Magazine has a circulation of more than 1500. It is also available to the general public and interested parties via the Almond Board of Australia website www.australionalmonds.com.au, and the publication is distributed to:

- Almond Board of Australia members
- Almond growers and orchard managers
- Industry contacts in Australia and overseas
- Nut producing, distributing and marketing companies

Deadlines

Edition	Booking Deadline	Material Deadline
Autumn	February 16	February 23
Winter	May 18	May 25
Spring	August 17	August 24
Summer	November 16	November 23

Loadings

- Inside Cover - full page +40%
- Right hand page - 5, 7, 9 +30%

Design Service

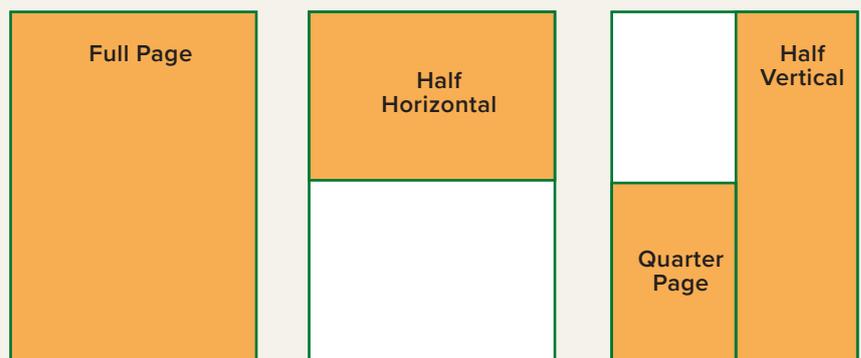
If you need assistance designing your advertisement artwork we can provide a referral design service.

Listed rates are for space only and do not include any alterations to supplied advertisements. They assume print-ready artwork is supplied to the specifications listed. Please note type area is constrained to the margins of the magazine content layout.

Rates

	Casual	2 Issues	3 Issues	4 Issues
Full Page 297 mm h x 210mm w	\$929	\$837	\$790	\$743
Half Page Horizontal 134mm h x 190mm w Vertical 274mm h x 92mm w	\$682	\$636	\$614	\$545
Quarter Page 134mm h x 92mm w	\$591	\$532	\$502	\$473

*All prices exclusive of GST.
Pricing applies to all ads
booked from 1st January 2026.*



Almond Bytes

Almond Bytes is a monthly email publication sent to the Australian almond industry. It features information about:

- Upcoming events, including workshops, webinars conferences and forums
- Updates about almond industry projects funded through Hort Innovation
- Marketing initiatives
- A news section that features items of national significance and information that is relevant to the main almond growing states (Victoria, New South Wales and South Australia)

Publication

Almond Bytes is published monthly, distributed end of month.

Circulation & readership

This email newsletter is distributed to Australian almond growers and those involved in the supply chain (including processors, marketers and service providers). A sign up mechanism can be found on the Almond Board of Australia website. All parties have the option to 'opt out' of this mailing list at any time.

Conditions of acceptance

All orders lodged are accepted subject to the following terms and conditions. The ABA reserves the right in its absolute discretion:

- To alter or to refuse to publish or republish any advertisement, and while reasonable care is exercised, does not hold itself responsible for errors in advertisements;
- To withhold any advertisement;
- No pecuniary liability can be accepted for loss resulting from such alteration or error. No claim for adjustment, refund or reinsertion will be considered due to the ABA's interpretation of hand printing or writing.

Advertising limits

A maximum of six advertisements will be published per edition. All advertisements are banner size (600px w x 185px h).

File types & sizes

Advertising for *Almond Bytes* will only be accepted in PDF or JPG formats with a maximum file size of 150KB.

Design service

If you need assistance designing your advertisement artwork we can provide a referral design service.

Listed rates are for space only and do not include any alterations to supplied advertisements. They assume web-ready artwork is supplied to the specifications listed.

Rates

All prices exclusive of GST.

Pricing applies to all ads booked from 1st January 2026.

	Casual	3 Editions	6 Editions	12 Editions
Banner Ad	\$393.00	\$621.00	\$1221.00	\$1345.00

Grower Notice

Grower Notices are a mid-month email publication sent only to Australian almond growers. The e-newsletter provides information that is relevant to almond production including:

- Latest news and information
- Upcoming events (both ABA and externally run)
- New grower resources (fact sheets, webinar recordings, etc)

Publication

Grower Notices are published monthly, distributed mid month.

Circulation & readership

This e-newsletter is distributed to growers within the Australian almond industry. Growers are able to sign up via the Almond Board of Australia website. All parties have the option to 'opt out' of this mailing list at any time.

Conditions of acceptance

All orders lodged are accepted subject to the following terms and conditions.

The ABA reserves the right in its absolute discretion:

To alter or to refuse to publish or republish any advertisement, and while reasonable care is exercised, does not hold itself responsible for errors in advertisements; To withhold any advertisement;

No pecuniary liability can be accepted for loss resulting from such alteration or error.

No claim for adjustment, refund or reinsertion will be considered due to the ABA's interpretation of hand printing or writing.

Advertising limits

A maximum of six advertisements will be published per edition. All advertisements are banner size (600px w x 185px h).

File types & sizes

Advertising for *Grower Notices* will only be accepted in PDF and JPG formats with a maximum file size of 150KB.

Design service

If you need assistance designing your advertisement artwork we can provide a referral design service.

Listed rates are for space only and do not include any alterations to supplied advertisements. They assume web-ready artwork is supplied to the specifications listed.

Rates

All prices exclusive of GST.

Pricing applies to all ads booked from 1st January 2026.

	Casual	3 Editions	6 Editions	12 Editions
Banner Ad	\$393.00	\$621.00	\$1221.00	\$1345.00

Deadlines

Published	Booking Deadline	Material Deadline
Mid-month	2 weeks prior	1 week prior

Terms and Conditions

Supported graphics programs & native ad files

Advertisements supplied in supported programs with a colour proof and Adobe fonts will be accepted. Supported programs include: InDesign (.ind), Illustrator (.ai), Photoshop (.psd) and all graphic and image links.

Unsupported graphics programs

Unsupported programs include: Power Point, Publisher, Corel Draw, Microsoft Word, Omni-Page.

PDF or JPEG ad files

Advertisements formatted as high resolution 'Press Quality' PDF (Portable Document Format) will be accepted.

Please do not format PDF as separations.

The ABA cannot ensure exact colour, image, graphics or font matches when corrections, additions or revisions are to be made on 'PDF' ad formats. A new high resolution press quality PDF ad file will need to be re-submitted to the Publisher by the advertiser or agency.

Please ensure that all links, QR codes and rollover GIFs are functional.

Artwork

If you need assistance designing your advertisement artwork we can provide a referral design service.

Cancellation Policy

Cancellations cannot be made after closing date of contracted issue.

The ABA reserves the right to cancel space bookings or contracts with advertisers when payment remains outstanding from previous issue/s.

Contracts and space bookings may be discontinued by the Publisher if advertiser is seen to be in breach of any terms and/or conditions set out by the Publisher.

Payment options

Accepted payment types are: VISA, Mastercard, AMEX and Bank Transfer,

Regulations

Any fraudulent or misleading advertising will not be accepted. All questionable copy will be subject to approval the ABA reserves the right to reject any copy or material deemed unacceptable and assumes no liability for advertisers or claims made in advertisements.

For advertising enquiries please contact:

Kellie Hollingworth,

Communications Manager

P: 0409 393 403

E: communications@australialmonds.com.au



2026 Advertising Booking

PLEASE COMPLETE ALL DETAILS

Name of Entity: _____

Booked By: _____

Job Title/Position: _____

Postal Address: _____

City: _____ **State:** _____ **Postcode:** _____

Phone: _____ **Mobile:** _____

Email: _____

PLEASE SEND INVOICE TO:	As above: <input type="checkbox"/>
Name of Entity: _____	
Email: _____	
Postal Address: _____	

In A Nutshell – Quarterly, digital industry newsletter

	Casual		2 Issues		3 Issues		4 Issues	
Full Page (297mm x 210mm)	\$929ea	<input type="checkbox"/>	\$837ea	<input type="checkbox"/>	\$790ea	<input type="checkbox"/>	\$743ea	<input type="checkbox"/>
Half Page Horizontal (134mm x 190mm) Vertical (274mm x 92mm)	\$682ea	<input type="checkbox"/>	\$636ea	<input type="checkbox"/>	\$614ea	<input type="checkbox"/>	\$545ea	<input type="checkbox"/>
Quarter Page (134mm x 92mm)	\$591ea	<input type="checkbox"/>	\$532ea	<input type="checkbox"/>	\$502ea	<input type="checkbox"/>	\$473ea	<input type="checkbox"/>

Placement loadings:	
Inside cover - full page 2 +40% <input type="checkbox"/>	Right hand page - full page 5, 7, 9 +30% <input type="checkbox"/>

Please select your edition/s:			
Summer/December <input type="checkbox"/>	Autumn/March <input type="checkbox"/>	Winter/June <input type="checkbox"/>	Spring/September <input type="checkbox"/>

10% GST applied to all advertising. Pricing applied to all ads booked from 1st December 2023.

Almond Bytes – Monthly industry e-news

	Casual		3 editions		6 editions		12 editions	
Banner Ad* (600px W x 185px H)	\$393ea	<input type="checkbox"/>	\$621	<input type="checkbox"/>	\$1221	<input type="checkbox"/>	\$1345	<input type="checkbox"/>

* All advertisements in *Almond Bytes* are banner size. Preferential placement is not offered. The placement of ads will be rotated each edition.

10% GST applied to all advertising. Pricing applied to all ads booked from 1st December 2023.

Please select your month/s:											
Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec

Grower Notice – Mid-monthly industry e-news

	Casual		3 editions		6 editions		12 editions	
Banner Ad* (600px W x 185px H)	\$393ea	<input type="checkbox"/>	\$621	<input type="checkbox"/>	\$1221	<input type="checkbox"/>	\$1345	<input type="checkbox"/>

* All advertisements in *Grower Notices* are banner size. Preferential placement is not offered. The placement of ads will be rotated each edition.

10% GST applied to all advertising. Pricing applied to all ads booked from 1st December 2023.

Please select your month/s:											
Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec

P/Order: _____ Date Booked: _____ By _____

submit via email
 or email to communications@australianalmonds.com.au