ALMOND BOARD OF AUSTRALIA

Media Kit 2027



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.almondboard.org.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 15	February 22
Winter	May 17	May 24
Spring	August 16	August 23
Summer	November 15	November 22

Loadings

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

Design Service

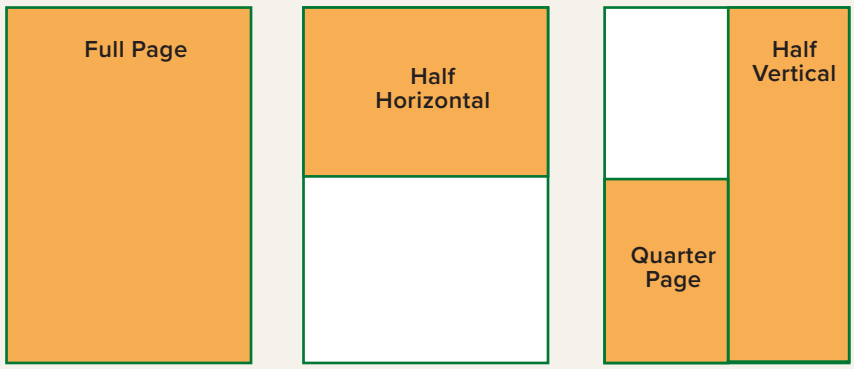
If you need assistance designing your advertisement artwork we can provide a referral design service.

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	$966.16	$870.48	$827.60	$772.72
Half Page Horizontal 134mm h x 190mm w Vertical 274mm h x 92mm w	$709.28	$661.44	$638.56	$566.80
Quarter Page 134mm h x 92mm w	$614.64	$553.28	$522.08	$491.92

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	$408.72	$645.84	$1269.84	$1398.80

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	$408.72	$645.84	$1269.84	$1398.80

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@australianalmonds.com.au

ABA online directory listing

Is a representative from your business an associate member of the Almond Board of Australia?

As a thank you for your support, associate members are eligible for a free listing in the ABA's online directory, giving you more exposure to almond growers across Australia.

Associate membership for 2026-27 is $200 and you can sign up via our website or by contacting admin@australianalmonds.com.au.

To be featured in the online directory, send your company logo, a up to four sentences about the goods/services you provide along with contact details (phone number, email, website, address) to communications@australianalmonds.com.au

The directory will be reviewed annually and businesses who are not financial members of the ABA by October 31 will have their listing deleted.

What is ABA membership used for?

ABA memberships directly resource that practical advocacy required to protect growers, who support your business.

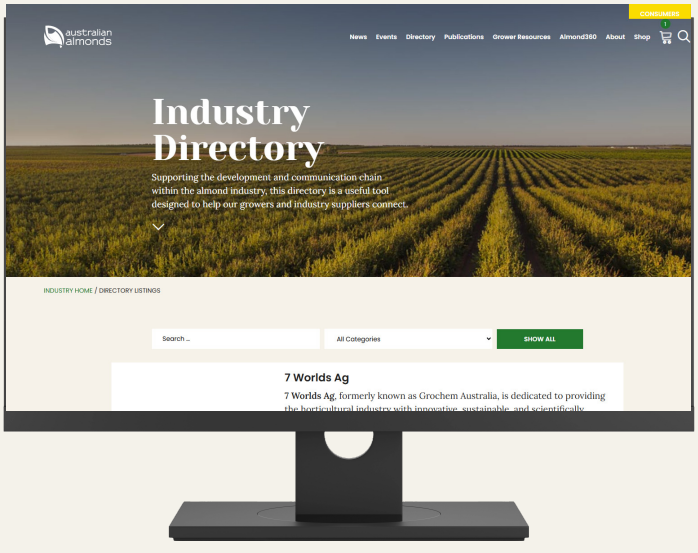
Right now, we are actively tackling the big issues impacting input costs, including fuel issues, rising operational expenses and water availability, alongside critical biosecurity and logistical threats like varroa mite.

Navigating complex policy issues with politicians, bureaucrats, etc takes time and significant resources.

Your membership ensures a united, professional voice is always working behind the scenes to streamline regulations, manage industry pressures, and ultimately allow growers to focus on what matters most, producing almonds.

Exclusive member benefits

ABA members also unlock discounts for major events including the Research and Development Forum and the Australian Almond Conference (held on alternating years).



ALMOND BOARD OF AUSTRALIA

2027 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:**
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)	$966.16ea		$870.48ea		$827.60ea		$772.72ea	
Half Page Horizontal (134mm x 190mm) Vertical (274mm x 92mm)	$709.28ea		$661.44ea		$638.56ea		$566.80ea	
Quarter Page (134mm x 92mm)	$614.64ea		$553.28ea		$522.08ea		$491.92ea	

Placement loadings:			
Inside cover - full page 2 **+40%**		**Right hand page** - full page 5, 7, 9 **+30%**	

Please select your edition/s:							
Summer/ December		Autumn/ March		Winter/ June		Spring/ September	

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)	$408.72ea		$645.84		$1269.84		$1398.80	

* 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)	$408.72ea		$645.84		$1269.84		$1398.80	

* 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