

# READERSHIP PROFILE

The primary audience of *Australian Tree Crop magazine* are the growers of pome fruit, stone fruit, almonds, citrus, avocados, mangoes, olives and nuts throughout Australia. These readers are primarily the owners, managers and employees of these tree crop enterprises. *Australian Tree Crop magazine* is sent to the growers and producers who account for at least 80% of production in each of the above mentioned market segments.

The secondary audience of *Australian Tree Crop magazine* are the processors, advisers, researchers, horticulturalists, agronomists and suppliers who provide services, advice and inputs to the tree crop producers.

The objective of *Australian Tree Crop magazine* is to provide information to growers that helps them improve the profitability and productivity of their business. The magazine content will focus on new research, practical commercial information, and business practices of value to tree crop growers.

*Australian Tree Crop magazine* provides a comprehensive series of special features – generally on a timeframe that suits seasonal demand for information. The magazine also provides the opportunity for advertisers to promote new products and services at any time. Advertisers are invited to support their advertising with editorial for these features. You should consider advertising in *Australian Tree Crop magazine* if you sell products and services to those growers producing pome fruit, stone fruit, almonds, citrus, avocados, mangoes, olives or nuts.

*Australian Tree Crop magazine* is an A4 sized publication produced on quality stock. The circulation is approximately 2200 and will be published 6 times / year initially. The magazine is also available online via the *Australian Tree Crop magazine* website.

