

A U S T R A L I A N TREE CROP

THE MAGAZINE FOR THE TREE CROP INDUSTRY

EDITORIAL GUIDELINES

Target your articles to our readership

Our readers are primarily farmers that grow tree crops such as pome fruit, stone fruit, almonds, citrus, avocados, olives and nuts. Australian Tree Crop is also read by researchers, retailers of farm merchandise, machinery and equipment, grower advisers and agronomists, as well as the companies that supply and manufacture inputs for tree crop growers.

Target your articles to one of our sections

- Tree Crop News – industry and tree crop news, up to 600 words with a photo or two.
- Crop specific sections for pome fruit, stone fruit, almonds, citrus, avocados, olives and nuts. Up to 600 words with a photo or two.
- Tree Crop Business – feature-length stories, up to 1000 words plus photos.
- On Farm Focus – special targeted features, up to 600 words with a photo or two.
- New Products and Services – product news, up to 600 words with a photo or two.

Here are our editorial requirements

- Editorial should be in Word format with no fancy formatting (no PDFs).
- Please keep to the above maximum word counts.
- Images should be high resolution jpeg attachments (do not insert them in Word docs or emails). The better the photo, the bigger we can run it!

- Graphs and charts should be high resolution PDF, jpeg or Word attachments.
- Include captions for all photos, charts, etc.
- All articles will be edited to conform with our editorial style and for length. We use surnames rather than first names after the first mention, job titles have no caps, and ©, ® and TM symbols are not required.

Deadlines are important!

Talk to the editor if you look like being late. We can be flexible if we know what is coming.

Story ideas

Here are a few suggestions: new research, trial results and production initiatives, marketing and export initiatives, packaging developments, new machinery, staff appointments, new products, registrations, permits, label claims, success stories, on-farm testimonials, field days, product trials, grower profiles, company news, awards, special promotions, campaigns, conferences, seminars, training days. Basically any story of interest to tree crop participants that improves their productivity and profitability.

Call the editor if you would like to discuss further.

Lastly, if you are not a professional writer . . .

. . . and you're tempted to write your own articles, please consider using a PR agency or freelance writer instead. The cost can be quite reasonable and the results will be worth it – for you, for us, and for our readers!