

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 citrus, almonds, avocado, pome fruit, stone fruit, macadamia, mango, olives plus other nut and speciality tree crops.

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

News & Branching Out - Industry news relevant to tree crop growers & new staff announcements, up to 400-500 words with a photo or two.

Featured Crops -Crop specific sections. Up to 600 words with a photo or two.

Special Features -Areas of specific interest to tree crop growers relating to production and profitability. Up to 600 words with a photo or two.

Tree Crop Insights - Feature-length stories, up to 1100 words plus photos.

Fruit Fly / bees & pollination - Stories about fruit fly management and control. Up to 600 words plus a photo or two.

Products and services news - Up to 500 words with a photo or two.

Here are our editorial requirements

- Editorial should be in Word format, no fancy formatting, no PDFs, and within 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!

Contact: **Guy Rowilson, Editor**

Phone: **0430 868 140**

Email: **guy@treecrop.com.au**