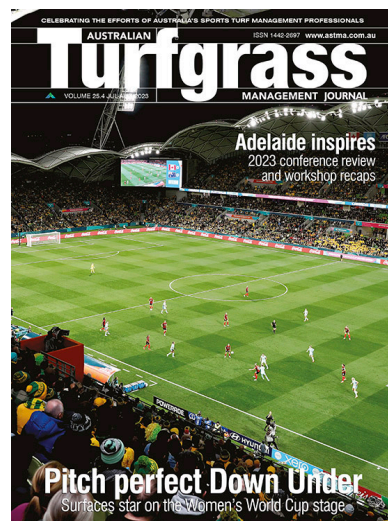


# AUSTRALIAN Turfgrass MANAGEMENT JOURNAL

## 2025 MEDIA KIT

THE OFFICIAL JOURNAL OF THE  
AUSTRALIAN SPORTS TURF MANAGERS ASSOCIATION



*'Celebrating the efforts of Australia's  
sports turf management professionals'*





# AT A GLANCE - SUMMARY OF ASTMA ADVERTISING OPTIONS

The ASTMA has a range of advertising options across multiple platforms for companies wanting to broadcast their products and services to the Australian sports turf management community. Please refer to the summary list below of options available, with further in-depth information provided on the corresponding pages of the 2025 Media Kit.



## AUSTRALIAN TURFGRASS MANAGEMENT JOURNAL (P3-4)

- Display ads starting from as little as \$565 (1/6th page strip ad at 6x rate).
- Double page, full, half, third, quarter page and strip (1/6th page) ad sizes available (*see page 6 for sizing*).
- Discounts apply for 3x and 6x bookings. Discounted rates for ASTMA Premium Partners and package holders.
- ATM published in both hard copy and electronic formats.
- Advertorials welcome (*see separate pricing scale, page 4*).
- Onserts able to be mailed out with each edition of Australian Turfgrass Management (price dependent on weight and mailing list - mailing list can be tailored e.g. by state).
- Advertising placements available on the annual ASTMA Wall Planner, which is mailed out with the final edition of each calendar year (*see page 5*).

## THE CUT E-NEWSLETTER (P5)

- Banner advertising available in the ASTMA's weekly enewsletter which contains the latest industry news, events and jobs (sent to over 5300 emails every Friday).
- Open rates per e-newsletter average in excess of 33% with click-through rates averaging nearly 8% (*Source: Mailchimp*).
- Primary banners \$520, body banners (within body of the e-newsletter) from \$210. Discounted rates for 5x and 10x banner placements.
- Banner dimensions 1200 pixels wide x 295 pixels deep. Banners can be linked to any URL/YouTube video/other marketing collateral.
- Full reporting of open, click through rates, engagement available.

## ELECTRONIC DIRECT MAILOUTS (P5)

- The ASTMA can send an electronic direct mailout on your company's behalf to its database (5300 emails). Starting price \$990 with discounted rates available if multiple eDMs booked.
- Tailored to your specifications and can include banner ads, images and videos along with 500-750 words (max) advertising your company/product/current promotion.
- Set up your own Mailchimp campaign and share the template with ASTMA for dissemination.
- Full reporting of open, click rates, engagement available. 2024 eDM stats show open rates range between 41%-54%, click rates from 2.9% to 9.7% and clicks per unique opens from 6%-20%.

## SOCIAL MEDIA POSTS (P5)

- The ASTMA can place a sponsored post across its social media platforms - Facebook, Twitter and Instagram. Cost \$650.
- ASTMA has 3000 followers on Facebook, over 2600 on Instagram and over 1900 on X (formerly Twitter).
- Ideal for advertising the launch of a new product, promotional campaign or product/equipment specials.
- Can include links to marketing collateral, hashtags etc.





AUSTRALIAN TURFGRASS MANAGEMENT -  
AUSTRALIA'S LEADING TURF INDUSTRY JOURNAL

**A**ustralian Turfgrass Management Journal (ATMJ) is the award-winning official publication of the **Australian Sports Turf Managers Association (ASTMA)**. It aims to support all sports turf management professionals by providing technical information, industry news, profiles, in-depth features and new product information to help them improve their daily turf management operations and professional recognition.

Since its first edition in 1999, ATM has developed into the leading publication for the Australian sports turf management industry. The January-February 2024 publication marked 150 editions of the bi-monthly journal (six editions per year) which continues to be the 'go-to' publication across all sectors of the industry.

ATM includes regular columns from some of the turf industry's foremost agronomists and experts and also provides a forum for the state superintendent and sports turf associations to share their news. A dedicated trade section looks at new products and services to hit the market, while the latest in turfgrass research from around Australia and the world is regularly featured.

What ATM prides itself on more than most, however, is celebrating and championing the efforts of Australia's dedicated and passionate sports turf management professionals. These men and women are world leaders in their field and ATM goes behind the scenes in each edition to tell you their stories, whether it's a major project they have undertaken at their facility, a significant event they have hosted or some of the very personal and touching stories that have impacted their lives.

ATM has been consistently recognised at both national and international level over many years, collecting awards for its editorial content, photography and design. ATM editor Brett Robinson has twice collected (in 2009 and 2011) the top honour at the Australian Golf Media Awards – the Tom Ramsey Award for Journalistic Excellence – and in December 2020 won the Best Long Form Story (1000 words or more) category. Also, in the ASTMA's 2020 Member Survey, ATM achieved an overall positive satisfaction rating of nearly 98 per cent.

ATM is delivered to...

- All ASTMA members and ATM subscribers.
- Golf clubs in Australia (Golf Australia database).
- Sports Turf Association members (includes arenas, sports grounds, councils, schools etc).
- New Zealand Golf Course Superintendents Association members.
- Australian turf producers (Turf Australia members).
- State turf equipment technician association members.
- Turf managers at racecourses and bowling clubs.
- Government agencies, statutory authorities, turf education providers (TAFEs, universities), key media.
- All delegates to the annual Australian Sports Turf Management Conference and Trade Exhibition.

ATM's average circulation for the six editions in 2024 was just under 3800, with the following geographical breakdown:

VIC	1128	NSW	992	Qld	597
WA	309	SA	233	Tas	114
ACT	96	NT	15	Int'l	300
<b>Total: 3784 average per edition</b>					

[illegible][illegible]

TOURNAMENTS

The Orange Golf Club celebrated the second consecutive U.S. Golf Federation in the last, with the Orange Golf Club being the only one of the Orange Golf Club's 11 Golf Clubs which played in tournament 2

**Ripper week**  
at The Grange

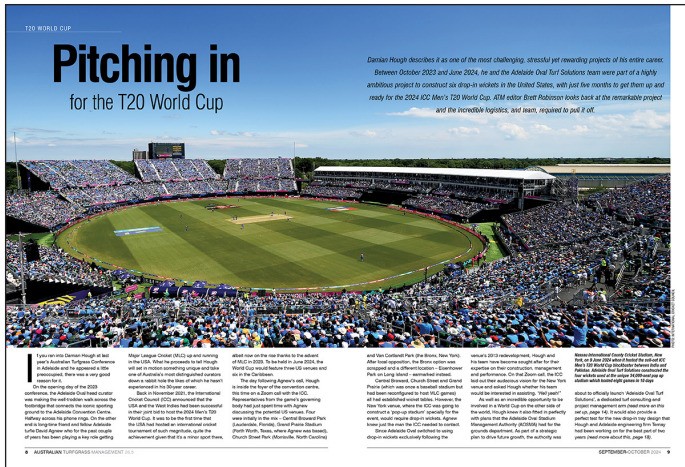
It was always going to be bigger, badder and better and for the second year in a row the Orange Golf Club's 11 Golf Clubs could not have gone to sleep any better. Although no hole-in-one on the now-famous 'Waiting Hole', it was a dramatic beams victory by the Cam Smith-captained Ripper GC which ensured this year's installment of The Orange Golf Club will be long remembered. AVM editor Brett Robinson catches up with superintendent Rossie Diamond to look back on their preparations and another memorable week which saw 34,000 fans LM it up.



## 2025 ADVERTISING RATES AND DEADLINES

ATM welcomes new advertisers and has a range of attractive display advertising and advertorial options available for industry companies. ATM's wide reach to all sectors of the Australasian turf market ensures that your products and/or services will be viewed by the key decision-makers within any turf facility or organisation.

Display ads can be booked on a casual basis, but if you lock in three or more ads across six editions, the rate per ad reduces. ATM ads can also be included as part of an overall ASTMA sponsorship/advertising package, saving your company even more – see the following page for more details on what you can include in such a package. The ASTMA also offers special discounted rates for education institutions that are members of the National Turf Education Working Group.



## DISPLAY ADVERTISING RATES

Size	Frequency		
	CASUAL RATE	3X RATE	6X RATE
Double page	\$3725		
Full page	\$2505		
1/2 page	\$1545	Call Pam Irvine on (03) 9548 8600, 0402 069 489 or email pam@astma.com.au for special rates.	
1/3 page	\$1120		
1/4 page	\$950		
1/6 strip	\$705		
Back cover		Subject to availability. Contact the ASTMA for pricing	
Inside front cover			
Inside back cover			
Inserts (up to 8pp, A4)	Pricing dependent on weight of insert and number of recipients. Contact the ASTMA for options and pricing		

\*NB: Prices correct as of 1 December 2024. Prices include GST. All advertisements must adhere to the ASTMA Advertising Policy Terms and Conditions - see [www.astma.com.au](http://www.astma.com.au). Front cover of ATM is not available for advertising.

## ADVERTORIAL RATES

Size	Rate
Full page (500 words max.)	\$3200
Double page (1000 words max.)	\$4810
Four page (1500 words max.)	\$7450

\*NB: Prices correct as of 1 December 2024. Prices include GST. All advertorials must adhere to the ASTMA Advertorial Policy which can be found at [www.astma.com.au](http://www.astma.com.au)

## 2025 PRODUCTION SCHEDULE

Edition	Booking Deadline	Material Deadline	Publication Date
Vol 27.1 (Jan-Feb 2025)	13 January 2025	27 January 2025	21 February 2025
Vol 27.2 (Mar-Apr 2025)	10 March 2025	17 March 2025	10 April 2025
Vol 27.3 (May-Jun 2025) <b>Conference Ed</b>	1 May 2025	12 May 2025	2 June 2025
Vol 27.4 (Jul-Aug 2025)	1 July 2025	11 July 2025	5 August 2025
Vol 27.5 (Sep-Oct 2025)	1 September 2025	15 September 2025	6 October 2025
Vol 27.6 (Nov-Dec 2025) <b>'26 Wall Planner</b>	3 November 2025	17 November 2025	12 December 2025
Vol 28.1 (Jan-Feb 2026)	9 January 2026	27 January 2026	16 February 2026

\*NB: Deadlines are subject to change. Advertisers will be contacted prior to each edition to confirm exact booking and material deadline dates

## KEY CONTACTS

## ADVERTISING

***Pam Irvine***

**Email:** [pam@astma.com.au](mailto:pam@astma.com.au)

**Mobile: 0402 069 489**

EDITORIAL/DESIGN

**Brett Robinson (Editor)**

**Email:** [brett@astma.com.au](mailto:brett@astma.com.au)

**Mobile: 0434 144 779**

## ASTMA OFFICE

**Phone:** (03) 9548 8600

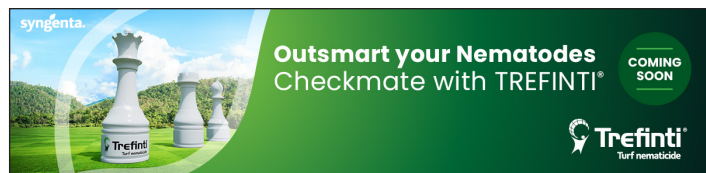
**Email:** [admin@astma.com.au](mailto:admin@astma.com.au)



# ADDITIONAL ADVERTISING OPPORTUNITIES

## THE CUT E-NEWSLETTER

The Cut is the ASTMA's weekly e-newsletter which is sent out to more than 5300 email addresses every Friday. The Cut contains the latest turf industry news, events and job listings. At the top and within the body of The Cut, the ASTMA can place **banner advertisements** which can be linked through to your company website or any form of marketing collateral (eg: product brochure, social media, YouTube clip etc...).



- **Primary Banner: \$520 incl GST per banner**  
This banner appears at the very top of each edition of The Cut newsletter.
- **Body: Casual - \$210 incl GST per banner; 5+ - \$180 incl GST; 10+ - \$155 incl GST**  
These banners appear within the body of The Cut newsletter, in between news articles and features.
- **Specs:** Banner dimensions are 1200 pixels wide x 295 pixels deep and must be static (i.e. no animated/scrolling banners). JPG/PNG/GIF format @300DPI resolution. Please provide links/marketing collateral.



## ASTMA WALL PLANNER

Mailed out with the final edition of Australian Turfgrass Management each year, the ASTMA Wall Planner has become a regular fixture inside turf maintenance facilities around the country over the past 20 years. Having an ad on the wall planner provides fantastic year-round exposure for your company.

- **Cost:** \$1550 incl GST
- **Specs:** 158mm wide x 105.5mm deep @300DPI PDF.



## ELECTRONIC DIRECT MAILOUTS

The ASTMA can send an electronic direct mailout (eDM) on your company's behalf to the ASTMA database (over 5300 email addresses). The eDM can be tailored to your specifications and can include:

- A hi-res company logo in jpg or eps.
- 500-750 words (max) advertising your company/product/promotion.
- Banner ads/graphics – max 1200 pixels wide. Banner ads must be static (i.e.: no animated or scrolling).
- Video and links can be included to any website, pdf or other marketing collateral (eg: brochure, YouTube clip).
- **Cost:** \$990 incl GST. Discounted rates apply if multiple eDMs booked.
- **Specs:** ASTMA eDMs are created using Mailchimp. eDM to preferably be supplied as a high resolution, print-ready PDF. Please supply links/marketing collateral for inclusion. A test eDM will be sent for approval prior to publishing. Companies that use Mailchimp can set up their own campaign template and share with the ASTMA.



## SOCIAL MEDIA POSTS

The ASTMA can host a sponsored post through its social media accounts - Facebook, X (formerly Twitter) and Instagram. The ASTMA has over 3000 followers on Facebook, over 2600 on Instagram and over 1900 on X.

- **Costs:** \$650 incl GST. Limited to one post per month.
- **Image specs (in pixels):** Facebook 1200 x 630, X 1024 x 512, Instagram 1080 x 1080. One image per post.
- **Character counts (max):** 300 (Facebook), 280 (X), 125 (Instagram).

## SPONSORSHIP/AD PACKAGES

The ASTMA can bundle your company's advertising and/or sponsorship needs in one convenient package, billed in instalments of your choosing. These can encompass:

- Advertising in all ASTMA publications and website.
- Electronic direct mailouts (eDMs)
- Australian Sports Turf Management Conference sponsorship and Trade Exhibition stand
- ASTMA Awards sponsorship
- ASTMA and state association membership(s)

To discuss a sponsorship/advertising package, contact Pam Irvine on (03) 9548 8600 or [pam@astma.com.au](mailto:pam@astma.com.au).



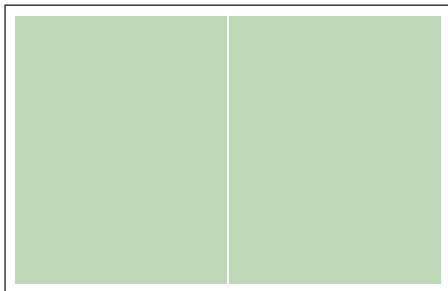
# DIMENSIONS, SPECS, TERMS AND CONDITIONS

## ATM MECHANICAL DATA

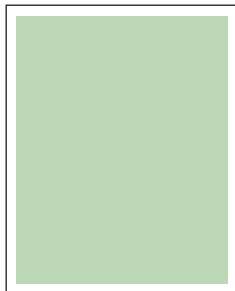
- **Dimensions:** 210mm x 287mm
- **Colour:** Full colour CMYK
- **Stock:** Cover – 200gsm A2 gloss. Text – 95gsm A2 gloss
- **Binding:** Burst bound

## ADVERT DIMENSIONS

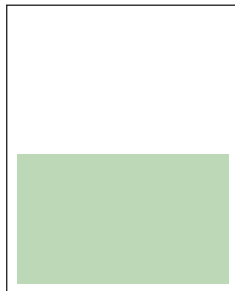
The following diagrams illustrate the dimensions of advertising space available within ATM.



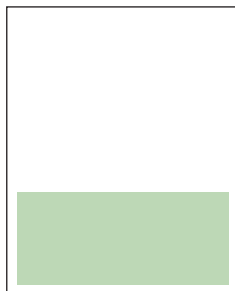
Double page spread - 420mm w x 287mm h



Full page -  
210mm w x 287mm h



Half page -  
186mm w x 126mm h



Third page -  
186mm w x 84mm h



Quarter page -  
186mm w x 62mm h



Sixth page (strip ad) -  
186mm w x 31mm h

## SPECIFICATIONS

When creating your advertisement please ensure the following specifications are met:

- Page size for ATM is **210mm wide x 287mm high**.
- All fonts and images are CMYK. Files supplied as RGB may not be detected and will print discoloured/dull.
- All fonts to be included/embedded.
- All photos supplied as high resolution .tifs or in .eps format at 300dpi at 100 per cent print size.
- 5mm internal bleed or type area - please keep all important information at least 5mm in from the trim.
- For a deep black add 30-50% cyan to 100% black.
- We recommend not using borders less than 3mm wide on the trim edges.
- Please make sure that all artwork is flattened before saving the file for final output.
- Adverts to be emailed/file transferred in high resolution pdf to **brett@astma.com.au**. We support InDesign, Illustrator and Photoshop files.
- PDFs to have a 5mm bleed with registration off.
- Trim/crop marks on but offset from bleed by 4mm.

## TERMS AND CONDITIONS

All advertising and advertorial that is booked for publication in ATM must adhere to the ASTMA Advertising Policy and/or the ASTMA Advertorial Guidelines Policy which can be downloaded in full from the ASTMA website.

Key elements of these policies include that;

- All accepted advertising complies with requirements of industry regulators such as the Trade Practices Act, the Advertising Standards Council and other relevant statutory bodies, industry codes and legal requirements.
- The primary obligation is with the advertisers to ensure that their advertisements fulfil appropriate industry and legal standards.
- The ASTMA reserves the right to review the content of any advertisement and to reject in part or in full any advertisement which does not comply with its policy.
- Advertising bookings must be made by the booking deadline; late bookings may not be accepted.
- An exit fee of 75 per cent of remaining advertising contract is payable if any package is terminated before it has run to completion. Cancellations are not accepted after deadline and will attract a 100 per cent charge.

