IRRIGATION AUSTRALIA

MEDIA KIT 2026

IRRIGATION AUSTRALIA PUBLICATIONS

THE JOURNAL & THE OVERFLOW 2026

IRRIGATION AUSTRALIA PUBLICATIONS

Irrigation Australia publishes two digital, industry-leading publications:

Irrigation Australia Journal

Our national publication for irrigation professionals across agricultural, commercial, municipal, and urban sectors. It has been a trusted source of industry knowledge since 1998.

The Overflow (WA)

Our WA Region publication is supported by Water Corporation and the Department of Water and Environmental Regulation. It highlights state-based programs, Waterwise initiatives, case studies and regional updates.

Together, these publications offer unmatched reach, credibility, and influence across the irrigation sector in Australia.

STATISTICS (2024-2025)

READERSHIP

8,000+

IMPRESSIONS

50,000+

READS

12,000+

DOWNLOADS

500+

CLICKS

400+

WHY ADVERTISE WITH US

Visibility Through Multiple Channels

Your advertisement is promoted through:

- **Member email notifications**
- **Irrigation Australia's website**
- **e-News (6,500+ subscribers)**
- **Social media channels**
- **QR codes in WA irrigation retail stores (Overflow)**
- **Publuu distribution (Overflow)**

All ads include live links to your website, email and phone number for instant reader engagement.

The Audience & Opportunities

Across both publications, our combined distribution reaches a broad, engaged audience of irrigation professionals and decision makers, including:

- **Designers, consultants and engineers**
- **Retailers, contractors and installers**
- **Manufacturers and suppliers**
- **Water authorities and utilities**
- **Local governments and public open space managers**
- **Agriculture and horticulture specialists**
- **Researchers, educators and policy makers**

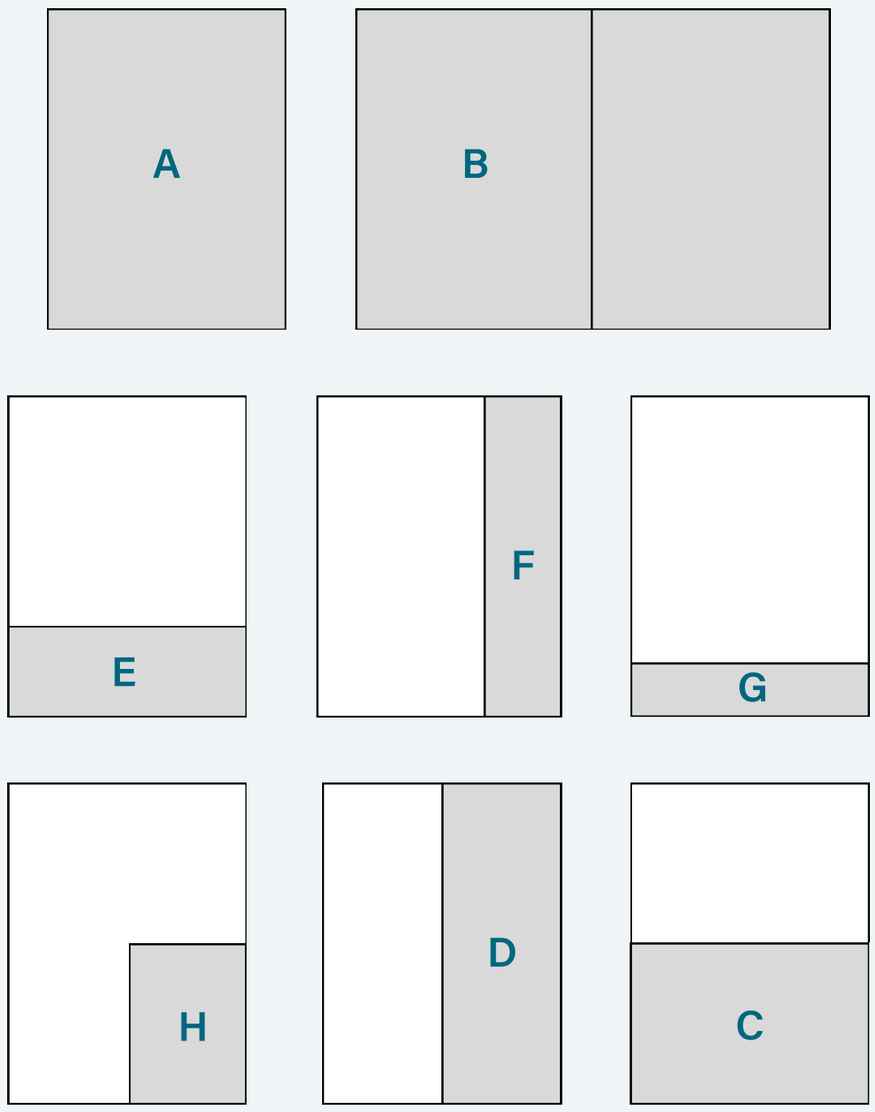
These are the people who specify, purchase, install, and influence the products and services that drive the irrigation industry.

DISPLAY ADVERTISEMENT DIMENSIONS

C, E, G and I appear on bottom half of page only.

D, F and H may appear on left or right side of page.

Unit	Size
Full page (A)	210 mm (w) x 297 mm (h)
Double page (B)	420 mm (w) x 297 mm (h)
Half page - Horizontal (C)	210 mm (w) x 148 mm (h)
Half page - Vertical (D)	105 mm (w) x 297 mm (h)
One-third page - Horizontal (E)	210 mm (w) x 99 mm (h)
One-third page - Vertical (F)	74 mm (w) x 297 mm (h)
One-quarter page - Horizontal (G)	185 mm (w) x 66 mm (h) (floating ad)
One-quarter page - Vertical (H)	90 mm (w) x 127 mm (h) (floating ad)



IRRIGATION AUSTRALIA JOURNAL RATES

Unit	Casual One Edition	Members Four Editions	Non-Members Four Editions	Irrigation Futures Four Editions
Full page	$2,473	$7,295	$8,404	$4,451
Double page	$4,001	$11,830	$13,602	$8,986
Half page	$1,601	$4,700	$5,443	$1,856
One-third page	$1,128	$3,464	$3,835	$620
One-quarter page	$997	$2,847	$3,390	Complimentary

THE OVERFLOW RATES

Unit	Casual One Edition	Members Four Editions	Non-Members Four Editions	Irrigation Futures Four Editions
Full page	$800	$2,178	$2,721	$1,306
Double page	N/A	N/A	N/A	N/A
Half page	$481	$1,306	$1,636	$438
One-third page	$401	$1,086	$1,363	$217
One-quarter page	$319	$868	$1,086	Complimentary

EDITORIAL THEMES FOR 2026

AUTUMN

- TECHNOLOGY INNOVATION
- WOMEN IN IRRIGATION
- IRRIGATION IN TASMANIA

WINTER

- PREVENTIVE MAINTENANCE
- GEARING UP FOR THE UPCOMING SEASON
- SCHEDULING GUIDES

SPRING

- EDUCATION AND TRAINING
- SPOTLIGHT THE IRRIGATION SHOW 2026
- FILTRATION

SUMMER

- TURF MANAGEMENT
- SHOWCASE CASE STUDIES
- WHAT DID WE LEARN IN 2026

THE JOURNAL ISSUE DATES FOR 2026

Issue	Material Deadline	Published
Autumn Volume 42	13 March 2026	6 April 2026
Winter Volume 42	26 June 2026	20 July 2026
Spring Volume 42	14 August 2026	7 September 2026
Summer Volume 42	13 November 2026	7 December 2026

OVERFLOW ISSUE DATES FOR 2026

Issue	Material Deadline	Published
Autumn #80	10 April 2026	4 May 2026
Winter #81	10 July 2026	10 August 2026
Spring #82	11 September 2026	5 October 2026
Summer #83	27 November 2026	14 December 2026

DIGITAL MATERIAL SPECIFICATIONS

The preferred file type is high-resolution PDF. We will also accept high-resolution JPEG or TIFF files. PDF files do not require crop marks or bleed.

- **All images should be a minimum of 300 dpi and all fonts should be embedded.**
- **Website links can be automatically picked up and made live our publications**

When providing artwork for advertisements, please ensure that:

- **URLs include either a www, http, or https**
- **Links are text-based, not image-based. Links will not work if the text has been flattened onto an image or the entire ad has been supplied as an image files such as JPEG or TIFF.**

It is the responsibility of the advertiser to ensure that all PDF files are submitted to the correct standard.

ADVERTISING ENQUIRIES

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