

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

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)

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.

A

B

E

F

G

H

D

C

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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