



IRRIGATION  
AUSTRALIA

# THE **Overflow**

WA PUBLICATION

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MEDIA KIT 2025



# THE OVERFLOW PUBLICATION

The Overflow, is the official publication of the WA Region of Irrigation Australia and proudly sponsored by Water Corporation and the Department of Environmental Water and Regulation. It comprehensively covers a wide range of topics, spanning from water and industry policy to engaging articles about irrigation in residential, public open spaces, and rural areas.

It is published quarterly and is circulated to reach diverse audiences, including Waterwise Programs participants, golf course superintendents, retailers, contractors, manufacturers and many more.

***The Overflow is a valuable communication vehicle to reach the people responsible for purchasing your products and services.***

From humble beginnings, The Overflow has been published as a full colour magazine regularly since 2000. Articles address the full spectrum of issues from water and industry policy through to reports on activities in residential, public open space and rural irrigation. Regular features include; industry development update, WA Chair's report, Waterwise Garden Irrigator and Design Shop Membership Lists and water supply graphs.

When you advertise in The Overflow, you will benefit from a leading industry publication that reaches all key decision makers. In addition, you are supporting the West Australian Irrigation Industry—the industry that supports you. Any profits from The Overflow go directly to the WA Region of Irrigation Australia to support future industry development activities.

## ADVANTAGES OF OVERFLOW ADVERTISING

In The Overflow, we embrace the power of multimedia. You have the option to incorporate videos into your advertising and articles. This allows you to present your content in an engaging and dynamic manner, capturing the attention of our tech-savvy readers.

Some advantages of advertising in the Overflow include:

- Advertise latest products and services by showcasing in the lead up to major events to maximise your brands exposure
- Distributed to all Irrigation Australia contacts (estimate of 8,000)
- Accessible anywhere, anytime, and on any device for convenient reading
- All adverts include live links to your website, email, and phone number, providing direct and easy access
- Utilise engaging videos as part of your advertisements to captivate and connect
- The Overflow publication receives wide promotion across various channels, including:
  1. Social media platforms
  2. QR code accessibility at irrigation retail stores
  3. Downloadable through the Irrigation Australia website
  4. Downloadable via the ISSUU website

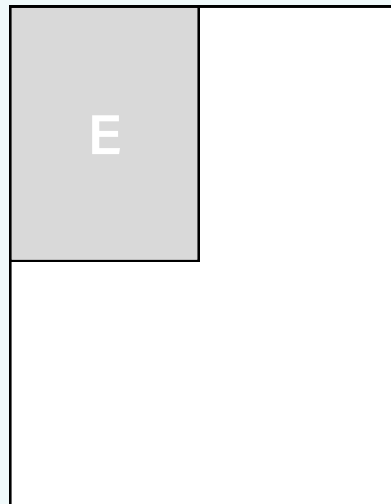
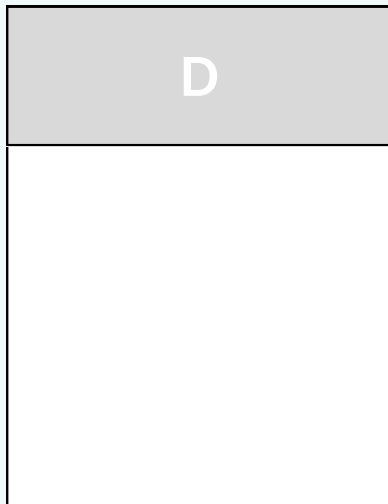
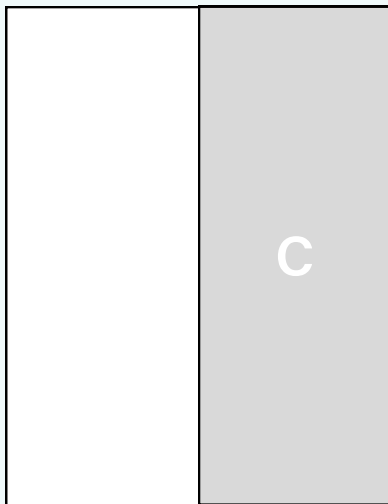
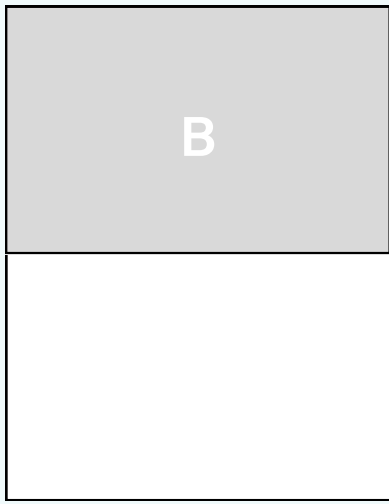
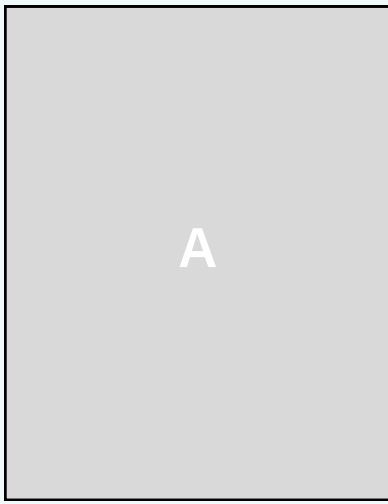
We're particularly excited about the prospect of featuring your company's success stories through compelling case studies. Imagine a series of articles that delve into the intricacies of your projects, from initial planning and design considerations to installation, troubleshooting, and ongoing maintenance. These narratives serve as powerful tools to not only demonstrate your expertise but also provide valuable insights to our readers, offering a comprehensive view of the considerations and solutions within the field of irrigation.



# AD SIZES / MATERIAL SPECIFICATIONS / RATES

## DISPLAY ADVERTISEMENT DIMENSIONS

Unit	Size
Full page (A)	297 mm high x 210 mm wide
Half page - horizontal (B)	148 mm high x 210 mm wide
Half page - vertical (C)	105 mm high x 297 mm wide
One-third page (D)	99 mm high x 210 mm wide
One-quarter page (E)	148 mm high x 105 mm wide



## MATERIAL SPECIFICATIONS

- PDF files can be submitted without crop marks (or any printer marks).
- Please include 5 mm bleed on all sides and keep all important information at least 10 mm from the edge for print editions.
- Bleed is not required for e-magazine format.
- All photos must be at a minimum of 72 dpi.



## ISSUE DATES FOR 2025

Issue	Material Deadline	Published
Autumn #80	4 April 2025	28 April 2025
Winter #81	4 July 2025	28 July 2025
Spring #82	5 September 2025	29 September 2025
Summer #83	5 December 2025	12 January 2026



# AD SIZES / MATERIAL SPECIFICATIONS / RATES

## ADVERTISING RATES (Rates are exclusive of GST)

Unit	Casual One Edition	Members Four Editions	Non-Members Four Editions	Irrigation Futures Four Editions
Full page	\$777	\$2,115	\$2,642	\$1,268
Half page	\$467	\$1,268	\$1,588	\$425
One-third page	\$389	\$1,054	\$1,323	\$211
One-quarter page	\$310	\$843	\$1,054	Complimentary

Irrigation Australia Members and Irrigation Futures Sponsors receive discount on advertisements. Discounts are available for two, three and four editions commitments. Email [maddison.coward@irrigation.org.au](mailto:maddison.coward@irrigation.org.au) for more details.

## Join us at Irrigation Australia’s biennial Waterwise Irrigation Expo!

The 2025 Waterwise Irrigation Expo is the ultimate event for innovation, collaboration, and sustainability in the irrigation industry. Whether you're a **delegate** seeking the latest industry insights, an **exhibitor** eager to showcase cutting-edge products and services, or a **sponsor** looking to enhance brand visibility among industry leaders, the Waterwise Expo has something for everyone. Don't miss this unparalleled opportunity to make your mark in the industry, build valuable connections, and drive your business forward.

 IRRIGATION  
AUSTRALIA

# 2025 Waterwise Irrigation Expo

13 August  
Novotel Vines Resort  
WA 6069

MAJOR SPONSOR



PREMIER SPONSORS



EVENT HOST



Government of Western Australia  
Department of Water and Environmental Regulation

Contact us to discuss your  
advertising query



08 6263 7774



[overflow@irrigation.org.au](mailto:overflow@irrigation.org.au)





IRRIGATION  
AUSTRALIA

# JOURNAL

## FOR IRRIGATION PROFESSIONALS



MEDIA KIT 2025



# IRRIGATION AUSTRALIA JOURNAL

*Irrigation Australia Journal is a unique publication in Australia. It is the only serial publication that services both the agricultural and urban irrigation sectors.*

*Irrigation Australia Journal* has been a trusted source of information for water sector professionals, both in Australia and further afield, since 1998. Distinguished by its strong connections to the irrigation industry, it is Australia's only periodical that covers both agricultural and urban irrigation.

It is read by water managers and users, retail and wholesale professionals, consultants, designers, manufacturers, rural water service providers, journalists, opinion leaders, politicians and policy makers. The Journal is published in digital format and is always free to download from the [Irrigation Australia website](#).

Articles are contributed by authors with expertise in various aspects of irrigation, including manufacturing, research, design, consulting, management and policy.

Recent surveys show that Irrigation Australia members appreciate the quality and variety of articles, and view *Irrigation Australia Journal* as an important technical resource.

Members also rate the Journal in the top two most effective services provided by the association, along with training.

## ONLINE ACCESS, ANYWHERE AT ANY TIME

*Irrigation Australia Journal* is published in digital format, connecting readers, wherever they are and at any time, with advertisers. Every member of Irrigation Australia is notified as soon as each edition is published, and the latest edition can be downloaded from the [Irrigation Australia website](#).

To add value to your advertising, the Journal is linked across Irrigation Australia's popular social media platforms, the e-News fortnightly newsletter (which has 6,500+ readers) and website. Phone and email links in advertisements and articles are live.

## ISSUE DATES FOR 2025

Issue	Material Deadline	Published
Autumn Volume 41 #1	14 March 2025	7 April 2025
Winter Volume 41 #2	13 June 2025	7 July 2025
Spring Volume 41 #3	15 August 2025	8 September 2025
Summer Volume 41 #4	14 November 2025	8 December 2025



## READERSHIP PROFILE 2023-2024

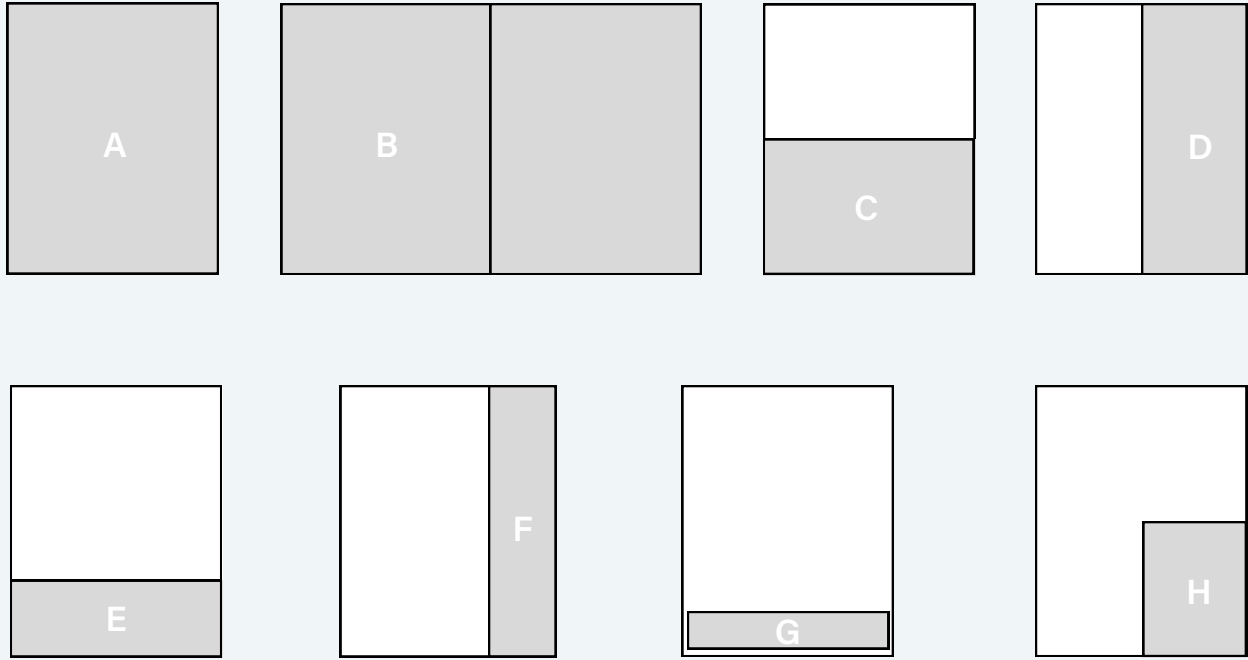
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# AD SIZES / RATES / SPECIFICATIONS

## DISPLAY ADVERTISEMENT DIMENSIONS

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

## DIGITAL ADVERTISING RATES (Rates are exclusive of GST)

Unit	Casual One Edition	Members Four Editions	Non-Members Four Editions	Irrigation Futures Four Editions
Full page	\$2,401	\$7,083	\$8,163	\$4,321
Double page	\$3,884	\$11,485	\$13,206	\$8,724
Half page	\$1,554	\$4,563	\$5,284	\$1,802
One-third page	\$1,095	\$3,363	\$3,723	\$602
One-quarter page	\$968	\$2,764	\$3,291	Complimentary

Irrigation Australia Members and Irrigation Futures Sponsors receive discount on advertisements. Discounts are available for two, three and four editions commitments. Email [maddison.coward@irrigation.org.au](mailto:maddison.coward@irrigation.org.au) for more details.

## 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 in the Journal.

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.



# EDITORIAL FEATURES

## EDITORIAL FEATURES

### AUTUMN



Smart irrigation systems and AI



Sustainable irrigation practices

### SPRING



Community and regional case studies



Recycled water, stormwater and rainwater in irrigation

### WINTER



Pumps and pumping



Training and careers in irrigation

### SUMMER



Climate change and extreme weather events



Urban irrigation



IRRIGATION  
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# 2025 Waterwise Irrigation Expo

13 August  
Novotel Vines Resort  
WA 6069

MAJOR SPONSOR

**Hunter®**  
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**APT**  
Water  
PUMPING & BEYOND

**GRUNDFOS**  
Possibility in every drop

EVENT HOST



Government of **Western Australia**  
Department of **Water and Environmental Regulation**

## ADVERTISING ENQUIRIES

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**Irrigation Australia**

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