

MAGAZINE MEDIA KIT | 2026

A better^{choice!}

High-impact
advertising
for brands with appetite



An advertising choice you can **COUNT ON**

A FREE, food and lifestyle magazine with high consumer demand, and one of the most effective and trusted places to advertise to reach a healthier, produce-focused consumer.

'A better choice!' magazine isn't just another publication—it's a credible, community-driven platform powered by industry expertise and genuine consumer demand.

Because the magazine exists to serve—not to profit—it is free for customers, distributed through over 800 local independent fresh fruit and veg shops across Australia.

With retailers and consumers showing strong appetite for the magazine, advertisers benefit from proven readership, positive brand association, and direct visibility alongside Australia's best local fruit & veg shops.



www.abetterchoice.com.au

**NEW, REFRESHED
LOOK FOR 2026.**



National reach:
**800 independent
retailers and A better
choice! online channels.**

- Free, bi-annual magazine.
- Connecting your brand to a highly engaged audience of motivated, high-intent shoppers.
- Over half a million touchpoints (628,000+) across channels.
- Long-term brand exposure and longevity.
- Visibility alongside Australia's best local independent stores.
- A strong alignment with health, family and community values.
- Shareable online magazine.



*Check out our
latest issue...*

*The magazine has become a
highly anticipated, high-engagement
product at the point of purchase.*

*Copies disappear within days,
consumers actively seek out new
editions and retailers consistently
request additional stock.*



Our audience & **REACH**

74%

FEMALE

25%

MALE

82%

MAIN GROCERY
BUYERS

49%

AGED 25-44

51%

AGED 45-65

36%

FAMILIES
WITH KIDS
UNDER 18

NATIONAL AUDIENCE ACROSS NSW, VIC, QLD, WA AND SA

PRINT

80,000

PRINT RUN PER ISSUE,
TWO ISSUES PER YEAR

DIGITAL READERSHIP

20,000

ONLINE READERSHIP

MAGAZINE REACH

260,000

ENGAGED READERS

WEBSITE

38,000 +

MONTHLY VIEWS

SOCIAL

266,000 +

INSTAGRAM, FACEBOOK,
TIKTOK, YOUTUBE, LINKEDIN

NEWSLETTERS & EDMS

64,000

SUBSCRIBERS, 1-2 NATIONAL
EDMS PER WEEK

ABC

CAMPAIGNS

TOTAL BRAND TOUCHPOINTS REACHING

628,000

AUSTRALIANS



A better choice!

AUDIENCE INSIGHTS

Our audience is a loyal shopper base with a strong desire to buy locally grown produce. Whilst 93% buy fresh fruit and veg at least weekly, shopping frequency continues to increase.



2^{IN}5

SHOPPERS BUY FROM LOCAL
independent fruit and veg shops.

They seek



**VARIETY, FRESHNESS
QUALITY AND CONVENIENCE**



**BETTER QUALITY, FRESHER,
TASTIER** **PRODUCE**
defines the
ABC brand.



44%

BUY FRESH PRODUCE
multiple times a week.

Rates & AD SPECS

SPECIFICATIONS

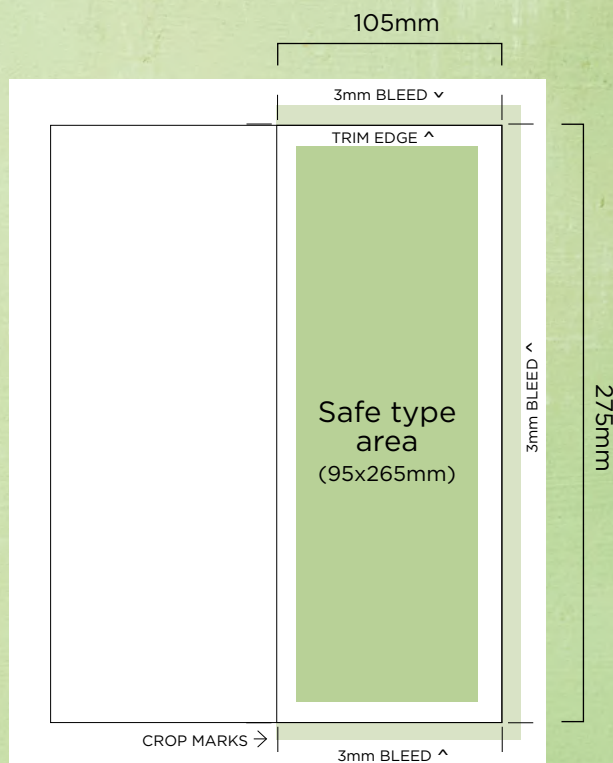
HALF-PAGE VERTICAL

Trim: 105mm x 275mm

Safe Type: 95mm x 265mm

With Bleed: 108mm x 281mm

NOTE: NO BLEED on inside edge

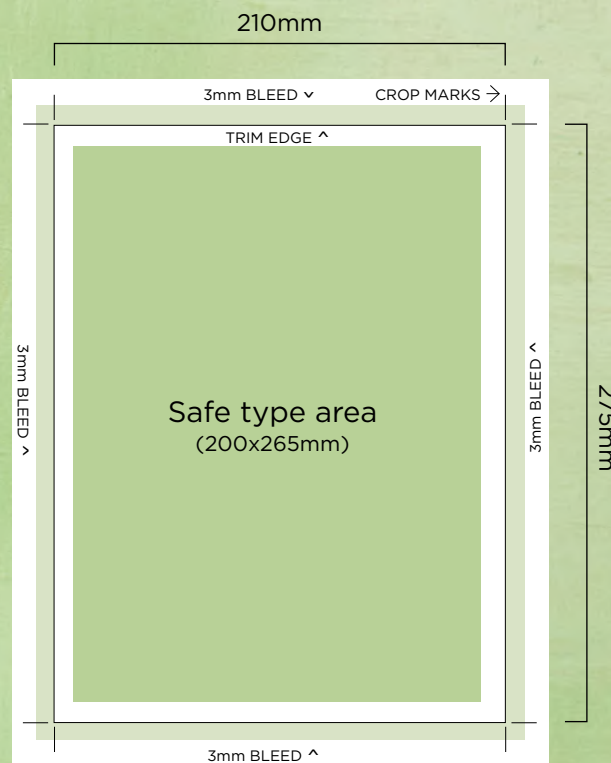


SINGLE PAGE (IFC/IBC/BC)

Trim: 210mm x 275mm

Safe Type: 200mm x 265mm

With Bleed: 216mm x 281mm



Please ensure all material supplied:

- includes crop marks
- all images to be a minimum of 300ppi
- include 3mm bleed on all sides
- exported as Print Ready PDF
- provide a URL to link digital issue.

Rates & AD SPECS

SPECIFICATIONS

DOUBLE-PAGE SPREAD

Trim: 420mm x 275mm

Safe Type: 410mm x 265mm
(excluding 20mm gutter)

With Bleed: 432mm x 281mm



Please ensure all material supplied:

- includes crop marks
- all images to be a minimum of 300ppi
- include 3mm bleed on all sides
- exported as Print Ready PDF
- DPS ads to be supplied as two pages
- provide a URL to link digital issue.

Rates & **AD SPECS**

PLACEMENT	SIZE	RATE
Half Page Vertical	108x281mm	\$1,900.00
Single Page	216x281mm	\$3,200.00
Inside Cover (Front or Back)	216x281mm	\$3,500.00
Back Cover	216x281mm	\$4,000.00
Double Page	432x281mm	\$6,200.00
Five Page Section	216x281mm pp	\$15,000.00

All rates are gst exclusive.
Sizes include 3mm bleed on all sides.
Please contact us to discuss rates for recurring advertising opportunities.




*Check out our
latest issue...*

www.abetterchoice.com.au



ARTWORK SUBMISSION & DEADLINE:

Please submit ads via email to:
partnerships@freshmarkets.com.au

Ads will need to be supplied no later than **four weeks prior** to print date.



Partner WITH US

'A better choice!' is a national program backed by Australia's central markets and wholesale chambers - the very backbone of the country's fresh-produce supply chain. The magazine is one of the most-trusted touchpoints due to its unique position as a not-for-profit and its clear mission: to inspire Australians to enjoy more fresh fruit and veg and support their local independent retailers.

With outstanding organic demand, the 'A better choice!' magazine offers advertisers something money can't usually buy: a trusted environment, in the hands of highly motivated shoppers seeking inspiration, and a life cycle of at least five to six months, providing long-term brand awareness and customer retention.

BRANDS WE'VE WORKED WITH

Join our archive of trusted advertising partners, including Zespri, Kanzi Apples, Queen Garnet (Nutrafruit), SupaGarlic, Mitolo and more.



SupaGarlic

MITOLO
FAMILY FARMS

Hort
Innovation

Modi



Join our COMMUNITY

 [abetterchoiceaus](#)

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 [@abetterchoice1739](#)

 www.abetterchoice.com.au

CONNECT WITH US

Contact **Bailey Edgley-Fletcher** for all advertising & partnership enquiries:

E partnerships@freshmarkets.com.au

P 0461 567 871



THANK YOU

'A better choice!' ITF Fresh Markets Australia

Office 23 - A better choice/FMA office,
Melbourne Markets, 53 Produce Dr
Epping 3076 Victoria

A better
choice!