



HortSource - The first comprehensive directory for the New Zealand Horticultural & Fresh Produce Industries

New And Improved Layout

HortSource, now in its fifth year, is being rejuvenated to assist businesses within the industry to find and establish new opportunities in order to grow. The 2010 edition of HortSource will see a number of layout changes and new features added which are aimed at increasing the return on investment of our contributors, as well as improving the user experience of our readers.

Our new features will include:

- ▶ More Editorial content provided by leading industry leaders and organisations
- ▶ Additional useful resource information pages for growers to utilise
- ▶ An improved, uncluttered Company Listings layout for ease of use
- ▶ Cross referencing of Company Listings to Display Advertisements
- ▶ Company Listings will not run over multiple columns or pages

Key Facts

- ▶ National circulation & distributed free annually to 5,200+ growers, packhouses, coolstores, distributors, import and export businesses and various industry contributors. Estimated readership of 24,000 users per year.
- ▶ Internationally distributed & promoted by New Zealand Trade and Enterprise at all NZTE overseas offices, major Horticultural and Fresh Produce Trade Shows and Global Conferences throughout the year.
- ▶ Edited by Dr Hans Maurer with contributions from leaders within the industry, plus essential resource information about the Horticultural and Fresh Produce Industries.
- ▶ Company Listing directory section, logically categorised, containing detailed Company Listings, business descriptions and contact information of participating businesses targeting or servicing the Horticultural and Fresh Produce Industries.
- ▶ All Company Listings are displayed on www.hortsource.co.nz included in the printed investment, available 24 hours, 7 days a week, 365 days per year.



Incentive Offer For Previous Advertisers

Represent your business in HortSource 2010 by investing in a Company Listing at only \$295 +GST (\$5.60 per week) and we'll **UPGRADE** your **Basic Company Listing to include your logo free of charge** (Branded Company Listings are usually \$500 +GST).

This offer is only for previous advertisers and is valid until Friday 16 October 2009.

We will follow up this email with a personal call. If you would like to list your business NOW in HortSource 2010 please contact Nick Elias or Sara Al-Mukhtar by email or phone.

Contact Details

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