



Southern Farming Systems
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2025-2026

PARTNERSHIP ADVERTISING SCHEDULE

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The Southern Farming Systems (SFS) partnership year nominally commences on July 1st for 12 calendar months, ceasing on June 30th each year.

Listed throughout this document are advertising opportunities and benefits available to Premier, Signature & Patron level partners.
Also included are proposed dates and agenda items for partnership communication.

eUpdates

As most extension events occur during the working week (usually Tuesday through to Thursday), the deadline date of the eUpdates is a Thursday for Monday distribution.

All partner levels are entitled to contribute to the fortnightly eUpdates.

This long-standing email marketing platform has an audience of approximately 800 and growing. It is a great opportunity to present a story, editorial, product or an event accompanied by an acknowledgement of contribution, including a picture, logo, video and any specific eMedia links.

Deadline	Publication Date
Thursday, 3 July 2025	Monday, 7 July 2025
Thursday, 17 July 2025	Monday, 21 July 2025
Thursday, 31 July 2025	Monday, 4 August 2025
Thursday, 14 August 2025	Monday, 18 August 2025
Thursday, 28 August 2025	Monday, 1 September 2025
Thursday, 11 September 2025	Monday, 15 September 2025
Thursday, 25 September 2025	Monday, 29 September 2025
Thursday, 9 October 2025	Monday, 13 October 2025
Thursday, 23 October 2025	Monday, 27 October 2025
Thursday, 6 November 2025	Monday, 10 November 2025
Thursday, 20 November 2025	Monday, 24 November 2025
Thursday, 4 December 2025	Monday, 8 December 2025
Thursday, 18 December 2025	Monday, 22 December 2025
Thursday, 1 January 2026	Monday, 5 January 2026
Thursday, 15 January 2026	Monday, 19 January 2026
Thursday, 29 January 2026	Monday, 2 February 2026

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eUpdate dates continued...

Deadline	Publication Date
Thursday, 12 February 2026	Monday, 16 February 2026
Thursday, 26 February 2026	Monday, 2 March 2026
Thursday, 12 March 2026	Monday, 16 March 2026
Thursday, 26 March 2026	Monday, 30 March 2026
Thursday, 9 April 2026	Monday, 13 April 2026
Thursday, 23 April 2026	Monday, 27 April 2026
Thursday, 7 May 2026	Monday, 11 May 2026
Thursday, 21 May 2026	Monday, 25 May 2026
Thursday, 4 June 2026	Monday, 8 June 2026
Thursday, 18 June 2026	Monday, 22 June 2026
Thursday, 2 July 2026	Monday, 6 July 2026

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Publications

Southern Farming Systems publications are produced throughout the year in a range of frequencies. These publications include the sought-after SFS Annual Results Book and a range of magazines. Fortnightly direct e-mail campaigns and social media news feeds allow for marketing materials to be highlighted and linked to sources.



Publication	Opportunity	Deadline
Trial Results eBook	Advertisement (as per Partnership)	February
Stock and Land Article	Advertisement (as per Partnership)	Ongoing opportunity (published every 3 weeks)
SFS social media channels	Marketing materials in SFS news feeds (as per Partnership)	Ongoing opportunity

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Events

Major events typically take the form of demonstrations, field days and workshops. These events are consistently well attended by the membership and industry, making them a promotional opportunity not to be missed.

Event	Opportunity	Deadline
SFS crop walks (Geelong, Streatham, Rokewood, Hamilton, Tasmania) Winter - Spring	<ul style="list-style-type: none"> • Opportunity to display promotional information 	TBA
Feedbase Focus Held annually first Wednesday of September 3rd September 2025	<ul style="list-style-type: none"> • Display promotional information (site/static display area & SFS showbag inclusion) • Event Guide Booklet (advertisement/company logo/name) • Additional signage (banners, flags, roadside, etc. (to be provided)) 	TBA
AgriFocus Held annually on the third Wednesday of October 15th October 2025	<ul style="list-style-type: none"> • Display promotional information (site/static display area & SFS showbag inclusion) • Event Guide Booklet (advertisement/company logo/name) • Additional signage (banners, flags, roadside, etc. (to be provided)) 	TBA
Branch Spring Field Days (Hamilton, Inverleigh, Tasmania) End October to early November	<ul style="list-style-type: none"> • Opportunity to display promotional information 	TBA
SFS Annual Results Day 18 March 2026	<ul style="list-style-type: none"> • Display promotional information (site/static display area & SFS showbag inclusion) • Additional signage (banners, flags, roadside, etc. (to be provided)) 	12th February 2025

Disclaimer: Please note that publications and deadlines may change due to unforeseen circumstances. SFS will endeavor to communicate any and all changes throughout the year to our Partners.

To learn more about SFS advertising opportunities, please contact us via any of the below:

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