

GROUND COVER™

Australia's national newspaper for the grains industry



No other grains industry publication has the reach of *GroundCover*™ – every grain grower in the country. It is the publication they name as the most important and valued source of information about research, development and extension in the grains industry.

\$17.8bn

GroundCover™ is regarded as one of the most influential agricultural publications in Australia. Targeting the \$17.8 billion (2016–17) grains sector, it is read by successful and innovative primary producers across the country.

40,500 copies of *GroundCover*™ are distributed nationally each edition.

Some **26,500** copies are directly mailed to growers through the exclusive *GroundCover*™ database. A further **14,000** copies are direct-mailed to associated bodies in Australia and around the globe, such as private advisers/consultants, state departmental agronomists, agribusiness professionals, researchers, decision-makers and media.

40,500

“*GroundCover*™ is brilliant. The writers are excellent.”

“Every time it arrives there’ll be something that will grab your interest.”

– GROWER COMMENTS, GRDC PRODUCTS & SERVICES 2016 SURVEY REPORT

MANAGING EDITOR

Coretext Pty Ltd, PO Box 12542, Melbourne VIC 8006
 T 03 9670 1168 www.coretext.com.au



ADVERTISING REPRESENTATIVE

PulseHub – Media Sales
 Ben Baker
 E ben.baker@pulsehub.com.au M 0429 699 553
 66-68 Sackville St, Colliingwood, VIC 3066
 www.pulsehub.com.au



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REACHING EVERY PART OF THE GRAINS INDUSTRY, IN EVERY STATE



WHAT THE GROWERS SAY

FOCUS GROUPS SURVEY

- "Love the magazine ... please keep sending two copies." – VICTORIAN GROWER
- "Keep up the good work. Always an excellent publication." – WA RESEARCHER
- "A great informative magazine. We look forward to receiving it." – SA GROWER
- "GroundCover™ makes interesting reading ... whets your appetite." – QUEENSLAND GROWER
- "We look for this paper and consider it the best." – VICTORIAN GROWER
- "Great material in GroundCover™ – really get a lot out of it!" – NSW GROWER
- "Great informative magazine. Don't dare stop my subscription." – SA GROWER

ABOUT GROUNDCOVER™

GroundCover™ is published by the Grains Research and Development Corporation (GRDC) to communicate the latest advances in crop improvement, and grain production technologies to all grain growers. The GRDC is a world-leading grains research organisation, responsible for planning, investing in and overseeing grains RD&E to deliver improved production, sustainability and profitability across the Australian grains industry.

This includes advanced plant breeding and biotechnology, on-farm production and innovation, new varieties, environmental management, soil health, on-farm grain storage and value-chain industries.

GroundCover™ is a national newspaper with split runs that provide dedicated information for growers in Australia's three main cropping zones – the northern, southern and western regions. As GroundCover™ is direct-mailed to growers, it provides the most effective national medium for advertisers seeking to reach this important audience.

GroundCover™ is also available online:

<https://grdc.com.au/resources-and-publications/groundcover/issues>

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ADVERTISING RATES

EFFECTIVE 1 JANUARY 2018 (not including GST)

	CASUAL SPEND RATE	ANNUAL SPEND	ANNUAL SPEND	ANNUAL SPEND	ANNUAL SPEND
		\$6000.00	\$11,000.00	\$20,000.00	\$50,000.00
T41/T22:	\$948.00	\$924.00	\$900.00	\$832.00	\$752.00
T42/T24:	\$1896.00	\$1848.00	\$1800.00	\$1664.00	\$1504.00
T44/T82:	\$3792.00	\$3696.00	\$3600.00	\$3328.00	\$3008.00
T84:	\$7584.00	\$7392.00	\$7200.00	\$6656.00	\$6016.00
T88:	\$15,168.00	\$14,784.00	\$14,400.00	\$13,312.00	\$12,032.00

All rates include 4 colour CMYK

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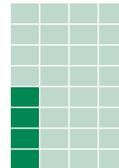
PAGE 3: 33% PAGE 5: 25% ERHP: 10% BACK COVER: 25%
AGENCY COMMISSION: 10%

BOOKING AND MATERIAL DEADLINES

PUBLICATION DATES	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
January/February 2018	20 Nov 2017	27 November	12 January
March/April 2018	16 Jan 2018	23 January	2 March
May/June 2018	13 March	19 March	27 April
July/August 2018	16 May	23 May	29 June
September/October 2018	18 July	25 July	31 August
November/December 2018	19 September	26 September	2 November

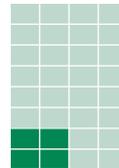
MECHANICAL SPECIFICATION

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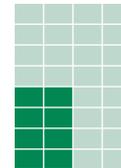


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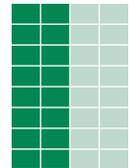
2 MODULE WIDE



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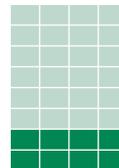


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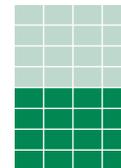


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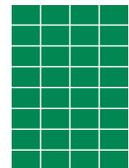
4 MODULE WIDE



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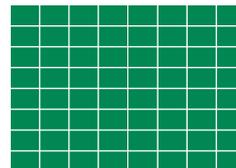


CODE: T44
SPECS (MM): 186 X 260



CODE: T84
SPECS (MM): 374 X 260

8 MODULE WIDE



CODE: T88
SPECS (MM): 374 X 550

DELIVERY

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Online: www.quicksend.com.au

Mail: Coretext Pty Ltd,

PO Box 12542,

Melbourne VIC 8006

Email: prepress@coretext.com.au

