

## 2020 RATE CARD



PHOTO: NICOLE BAXTER

**GroundCover™ is published bi-monthly by the Grains and Research Development Corporation (GRDC) to communicate the latest advances related to crop improvement and grain production technologies.**

The GRDC is a global leader in grains industry research, development and extension. Each year it plans, invests in, manages and promotes hundreds of world-class RD&E projects. Its focus is on driving discoveries and innovations that will create enduring profitability for Australian grain growers.

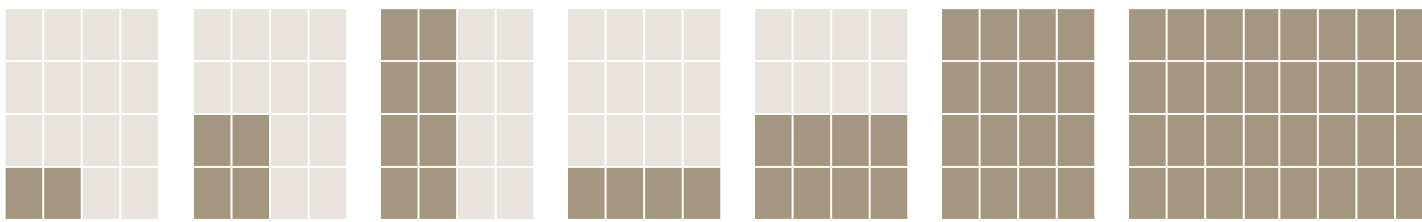
This includes advanced plant breeding and biotechnology, on-farm production and innovation, new varieties, environmental management, soil health, on-farm grain storage and value chain industries.

GroundCover™ is a national print and online information platform delivering dedicated and focused information covering the three main cropping zones in Australia – Northern, Southern and Western regions. With each edition directly mailed to over 38,000 growers, private advisers/ consultants, state departmental agronomists, agribusiness professionals, researchers and other industry stakeholders nationwide, **GroundCover™** provides the most dedicated and effective platform for advertisers wishing to connect with Australian grain growers.

# REACHING EVERY PART OF THE GRAINS INDUSTRY, IN EVERY STATE



## MECHANICAL SPECIFICATION (MODULE WIDTH X DEPTH MM, TYPE AREA)



**2 MODULE WIDE**  
T22  
129 X 92

T42  
129 X 188

T82  
129 X 380

**4 MODULE WIDE**  
T24  
262 X 92

T44  
262 X 188

T84  
262 X 380

**8 MODULE WIDE /  
DOUBLE PAGE SPREAD**  
T88  
544 X 380



Publication trim size: 282mm WIDTH X 395mm DEPTH

## 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

## ADVERTISING RATES

| MODULE / SIZE | CASUAL   | 3 BUY    | 6 BUY    |
|---------------|----------|----------|----------|
| T22           | \$972    | \$924    | \$875    |
| T42/T24       | \$1,944  | \$1,848  | \$1,750  |
| T44/T82       | \$3,888  | \$3,696  | \$3,500  |
| T84           | \$7,776  | \$7,392  | \$6,999  |
| T88           | \$15,552 | \$14,784 | \$13,996 |

All rates include 4 colour CMYK. All rates exclude GST.

## PREFERRED POSITION LOADING

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     |
|----------------------------|-------------------|-------------------|------------------|
| September/<br>October 2020 | 20 July 2020      | 23 July 2020      | 4 September 2020 |
| November/<br>December 2020 | 14 September 2020 | 17 September 2020 | 30 October 2020  |
| January/<br>February 2021  | 16 November 2020  | 19 November 2020  | 15 January 2021  |

## MANAGING EDITOR

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