

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.

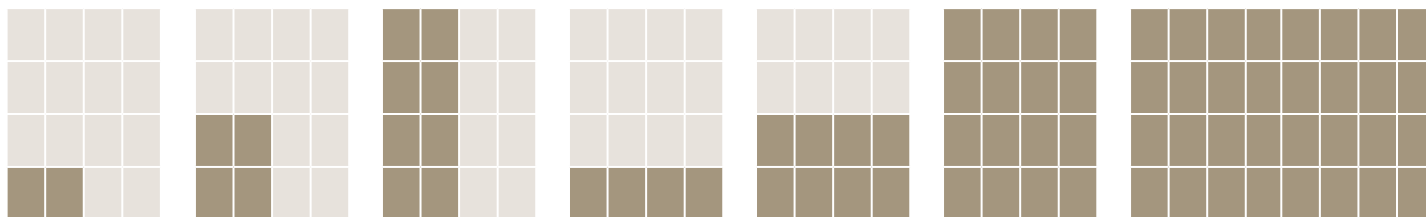
This includes advanced plant breeding and biotechnology, on-farm production and innovation, new varieties, environmental management, soil health, on-farm grain storage and value chain industries.

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
November/ December 2020	14 September 2020	17 September 2020	30 October 2020
January/ February 2021	16 November 2020	19 November 2020	15 January 2021
March/ April 2021	18 January 2021	25 January 2021	5 March 2021

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