

2021 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.

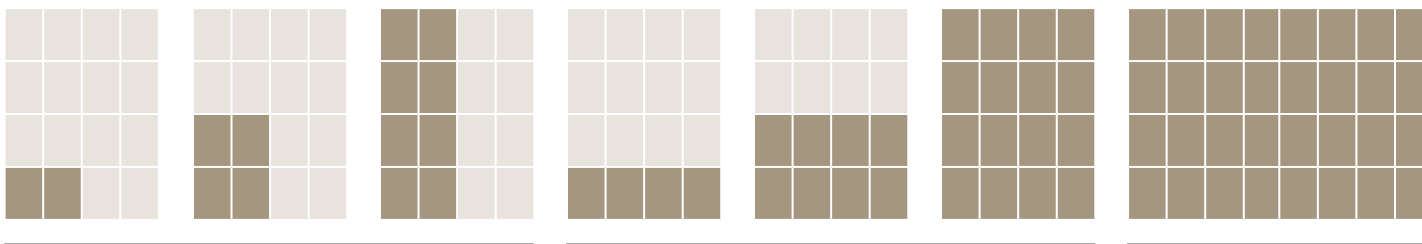
This includes agronomy, on-farm production, soil health and nutrition, weeds, pests and diseases, new varieties, on-farm grain storage, advanced plant breeding, biotechnology, innovation and value chain industries.

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 37,000 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
May/ June 2021	22 March 2021	29 March 2021	14 May 2021
July/ August 2021	17 May 2021	24 May 2021	9 July 2021
September/ October 2021	12 July 2021	19 July 2021	3 September 2021
November/ December 2021	13 September 2021	20 September 2021	29 October 2021

MANAGING EDITOR

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