

2022 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.

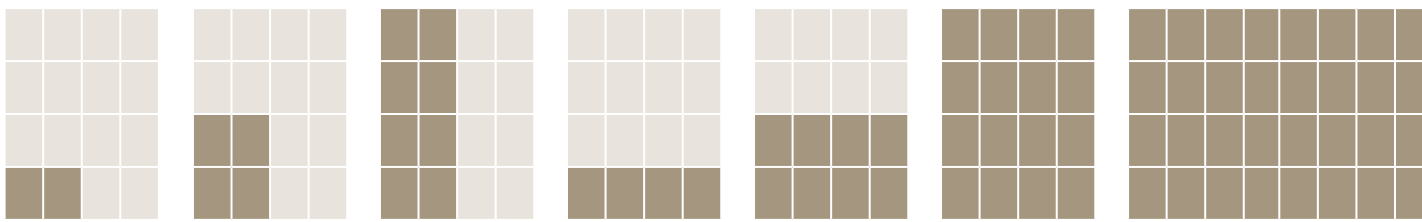
This includes agronomy, on-farm production, soil health and nutrition, weeds, pests and diseases, new varieties, on-farm grain storage, advanced plant breeding, biotechnology, innovation and value chain industries.

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%

Earliest left-hand page full-page ad – from page 12 onwards
Earliest right-hand page full-page ad – from page 23 onwards

BOOKING AND MATERIAL DEADLINES

PUBLICATION DATES	BOOKING DEADLINE	MATERIAL DEADLINE	DISTRIBUTION
Jan/Feb 2022	15 November 2021	22 November 2021	14 January 2022
Mar/Apr 2022	17 January 2022	24 January 2022	4 March 2022
May/Jun 2022	21 March 2022	28 March 2022	6 May 2022
Jul/Aug 2022	9 May 2022	16 May 2022	1 July 2022
Sep/Oct 2022	11 July 2022	18 July 2022	2 September 2022
Nov/Dec 2022	12 September 2022	19 September 2022	28 October 2022

MANAGING EDITOR

CORETEXT PTY LTD, PO BOX 12542, MELBOURNE VIC 8006
T 03 9670 1168 www.coretext.com.au



TERMS AND CONDITIONS

Every advertisement placed in a *GroundCover™* publication (whether in print or online) is subject to the approval of the Grains Research & Development Corporation (GRDC). GRDC reserves the right to refuse to accept an advertisement for publication; or withdraw or cancel an advertisement at any time. GRDC will not be liable for any loss or liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise to Coretext Pty Ltd (Coretext) or the advertiser due to an advertisement not being used or published.

Coretext and the advertiser warrants to GRDC that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 18 of the Australian Consumer Law or any other provision of any law of the State or Commonwealth.

GRDC and its agents accept no responsibility for any error when instructions or copy have been taken over the telephone unless GRDC or its agents receive written confirmation of the instructions or replacement copy before the normal copy deadline. It is the responsibility of the advertiser or agent to notify GRDC or Coretext of any error immediately it appears. Unless notified, GRDC and Coretext accept no responsibility for any recurring error.

Advertisers and advertising agencies lodging material for publication in *GroundCover™* indemnify the Grains Research and Development Corporation (GRDC), its directors, employees and its agents, including Coretext, against all claims and any other liability whatsoever wholly or partially arising from the publication of the material and, without limiting the generality of the foregoing, indemnify each of them in relation to defamation, libel, slander of title, infringement of copyright, infringement of trademarks or names of publication titles, unfair competition, breach of trade practices or fair trading legislation, violation of rights of privacy or confidential information or licences or royalty rights or other intellectual property rights, and warrant that the material complies with all relevant laws and regulations.

ADVERTISING REPRESENTATIVE

PulseHub – Media Sales / **Steve Luxford**
steve.luxford@pulsehub.com.au / 0429 699 553 / www.pulsehub.com.au

Pulse Hub Pty Ltd (ABN 50 117 547 190) is a division of McPherson Media Group

