

2024 RATE CARD



Victorian grain grower Maddie Steel.

PHOTO: BRAD COLLIS

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.

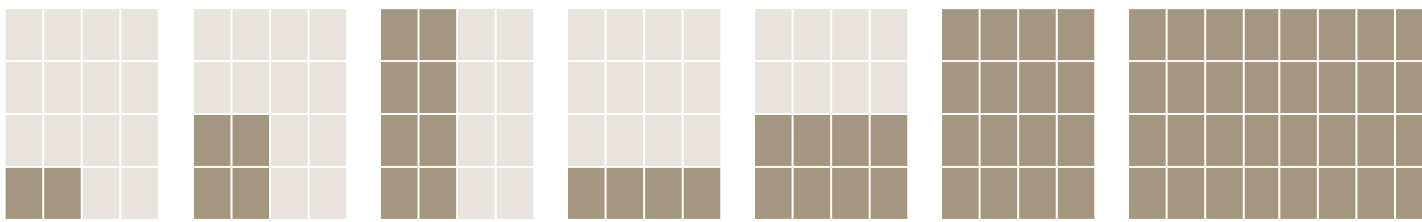
This includes agronomy, on-farm production, soil health and nutrition, weeds, pests and diseases, new varieties, on-farm grain storage, advanced plant breeding, biotechnology, innovation and value chain industries.

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 33,500 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	\$1001	\$952	\$901
T42/T24	\$2,002	\$1,904	\$1,802
T44/T82	\$4,004	\$3,808	\$3,604
T84	\$8,008	\$7,616	\$7,208
T88	\$16,016	\$15,232	\$14,416

All rates include 4 colour CMYK. All rates exclude GST. Cancellation after the booking deadline will incur a 50% charge.

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 2024	13 November 2023	20 November 2023	12 January 2024
Mar/Apr 2024	15 January 2024	22 January 2024	2 March 2024
May/Jun 2024	18 March 2024	25 March 2024	3 May 2024
Jul/Aug 2024	6 May 2024	13 May 2024	28 June 2024
Sep/Oct 2024	8 July 2024	15 July 2024	30 August 2024
Nov/Dec 2024	9 September 2024	16 September 2024	25 October 2024

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