

GRDC GRAINS RESEARCH & DEVELOPMENT CORPORATION GROUND COVER



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.

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

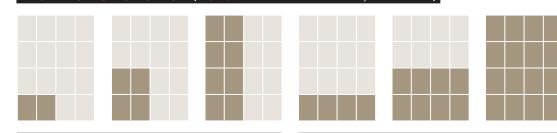
This includes agronomy, on-farm production, soil health and nutrition, weeds, pests and diseases, new varieties, on-farm grain storage, advanced plant breeding, biotechnology, innovation and value chain industries.

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 32,250 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

129 X 92

T42 129 X 188

T82 129 X 380

4 MODULE WIDE 262 X 92

T44 262 X 188

T84 262 X 380

8 MODULE WIDE / DOUBLE PAGE SPREAD TRR

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

" $GroundCover^{TM}$ 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
SIZL	CASUAL	3 00 1	0 001
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% AGENCY COMMISSION: 10%

FRHP: 10%

BACK COVER: 25%

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 2025	11 November 2024	18 November 2024	10 January 2025
Mar-Apr 2025	13 January 2025	20 January 2025	28 Feb 2025
May-Jun 2025	17 March 2025	24 March 2025	2 May 2025
Jul-Aug 2025	5 May 2025	12 May 2025	27 June 2025
Sep-Oct 2025	7 July 2025	14 July 2025	29 August 2025
Nov-Dec 2025	1 September 2025	8 September 2025	24 October 2025

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