

2017 Advertising Deadline & Release Dates



ISSUE	MATERIAL DEADLINE	RELEASE
Feb-Mar 2017	February 3	February 15
Apr-May 2017	March 27	April 10
Jun-Jul 2017	May 26	June 12
Aug-Sep 2017	August 4	August 18
Oct-Nov 2017	September 22	October 13
Cotton Yearbook 2017	October 13	November 6
Dec 2017-Jan 2017	November 17	December 8
COTTON INDUSTRY PUBLICATIONS		
Cotton Production Manual	May 2	
Pest Management Guide	July 29	

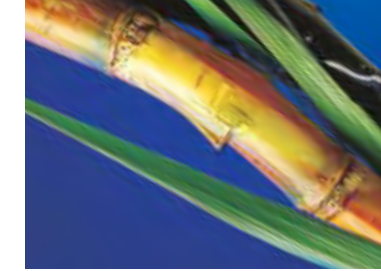


ISSUE	MATERIAL DEADLINE	RELEASE
Jan-Feb 2017	January 13	January 23
Mar-Apr 2017	February 27	March 13
Grain Yearbook 2017	March 22	April 10
May-Jun 2017	May 8	May 19
Jul-Aug 2017	June 30	July 14
Sep-Oct 2017	August 25	September 15
Nov-Dec 2017	November 6	November 20



ISSUE	MATERIAL DEADLINE	RELEASE
Feb-Mar 2017	February 10	February 24
Apr-May 2017	April 14	April 28
Jun-Jul 2017	June 5	June 19
Aug-Sep 2017	August 11	August 25
Sugarcane Annual+Oct-Nov* 2017	October 9	October 23
Dec 2017-Jan 2017	December 1	December 15

*Edition incorporates the October/November edition of *Australian Sugarcane*.



RATE CARD 2017

- **Australian Grain**
- **The Australian Cottongrower**
- **Australian Sugarcane**



Greenmount Press reaches over 20,000 of Australia's biggest and best primary producers. Our publications are a gateway to a multi-billion dollar industry with farmers searching for the latest in technical information, research and development.

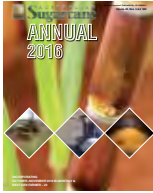


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Cotton Yearbook

If the cotton industry is your market — the Cotton Yearbook has to be on your advertising schedule.



Sugarcane Annual

The Australian Sugarcane Annual is the standard reference for everyone in the sugar industry.



Grain Yearbook

The Australian Grain Yearbook is the 'bible' for the grain industry. If you're only going to advertise once a year — this is your ideal publication.

MECHANICAL DETAILS:

- MAGAZINE SIZE: 275 mm deep x 210 mm wide
- FULL PAGE: Critical type area – 255 x 190
Trim size – 275 x 210
Bleed size – Add 5mm all around (285 deep x 220 wide)
- HALF PAGE: Horizontal – 125 x 186
Vertical – 252 x 91
- QUARTER PAGE: 125 deep x 91 wide
- RESOLUTION: 300 dpi
- PAPER STOCK: BI-MONTHLY:
Text 90 gsm gloss
Cover 300 gsm cello glazed
YEARBOOK:
Text 90 gsm matt art
Cover 300 gsm cello glazed
- BINDING: BI-MONTHLY: Saddle stitched
YEARBOOK: Burst bound
- MATERIAL CAN BE SUPPLIED AS:
- Press optimised (hi-res) PDF file emailed (no responsibility taken for PDF files not prepared correctly)
 - Using QuickCuts, YouSendIt or similar
 - We can make up your advertisement for you from supplied artwork and a rough layout

For any production inquiries please phone Mick Allan on 07 4659 3555 or E: mick@greenmountpress.com.au

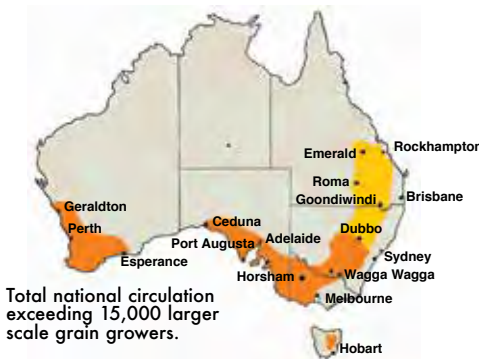


Distribution 15,000

FULL PAGE:	\$3000 +GST
HALF PAGE:	\$1800 +GST
QUARTER PAGE:	\$900 +GST
The above prices are for full colour advertising.	
INSERTS* OR HIRE OF MAILING LIST:	
National \$3270 + GST	
Northern Focus \$1635 + GST	
Southern Focus \$2180 + GST	

Northern Focus (Qld, nth'n NSW) is 50% of the above national rates (3000 circulation).

Southern Australia Focus (Sth'n NSW, Vic, Tas, SA and WA) is 66% of the above national rates (12,000 circulation).



Total national circulation exceeding 15,000 larger scale grain growers.

- Southern Australia Focus: 12,000
- Northern Focus: 3000



Distribution 2500

FULL PAGE:	\$1500 +GST
HALF PAGE:	\$1000 +GST
QUARTER PAGE:	\$600 +GST
The above prices are for full colour advertising.	
INSERTS*: \$1650 + GST	
HIRE OF MAILING LIST: \$1100 + GST	

*Insert costs may vary according to insert weight, size and Australia Posts costs. Price is based on a single A4 page.

Greenmount Press also publish the *Cotton Production Manual* and *Cotton Pest Management Guide* in association with the Cotton Research and Development Corporation (CRDC). For information on these vital industry specific publications please contact Michael Cook for advertising availabilities.



■ Cotton producing areas of Australia



Distribution 3500

FULL PAGE:	\$2200 +GST
HALF PAGE:	\$1450 +GST
QUARTER PAGE:	\$800 +GST
The above prices are for full colour advertising.	
INSERTS*: \$2320 + GST	
HIRE OF MAILING LIST: \$1595 + GST	

Thanks to our partnership with the Australian Cane Farmers Association (ACFA) and Next Gen *Australian Sugarcane* has cultivated an extensive readership of progressive and technical cane growers, hungry for new information and the latest technology.



■ Sugar producing areas of Australia

Michael Cook, National Advertising Manager
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michael@greenmountpress.com.au

Custom feature advertisement options such as gatefolds, barn doors and bound inserts are available in all publications. Where available premium positions can be arranged (Prior page 13 + 10%, Centre Spread + 25% and IFC or OBC + 50%).