

2021 Advertising Deadline & Release Dates



ISSUE	MATERIAL DEADLINE	RELEASE
Feb-Mar 2021	January 29	February 12
Apr-May 2021	March 26	April 9
Jun-Jul 2021	May 28	June 4
Aug-Sep 2021	July 30	August 11
Oct-Nov 2021	September 24	October 1
Cotton Yearbook 2021	October 15	October 29
Dec 2021-Jan 2022	November 26	December 3
COTTON INDUSTRY PUBLICATIONS		
Cotton Production Manual	May 7, 2021	(Subject to change by the CRDC team)
Pest Management Guide	July 23, 2021	

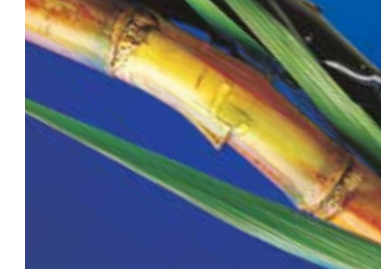


ISSUE	MATERIAL DEADLINE	RELEASE
Jan-Feb 2021	January 22	January 29
Mar-Apr 2021	March 10	March 19
Grain Yearbook 2021	March 24	April 9
May-Jun 2021	May 7	May 21
Jul-Aug 2021	July 9	July 23
Sep-Oct 2021	September 8	September 17
Nov-Dec 2021	November 12	November 26



ISSUE	MATERIAL DEADLINE	RELEASE
Feb-Mar 2021	February 12	February 19
Apr-May 2021	April 16	April 23
Jun-Jul 2021	June 11	June 18
Aug-Sep 2021	August 13	August 23
Sugarcane Annual+Oct-Nov* 2021	October 22	November 5
Dec 2021-Jan 2022	December 3	December 10

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



RATE CARD 2021

- **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.



Greenmount Press
 PO Box 766
 2 Kirk Street
 Toowoomba Q 4350
 P: 0746 593 555
 M: 0428 794 801
 E: michael@greenmountpress.com.au



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, Hightail 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



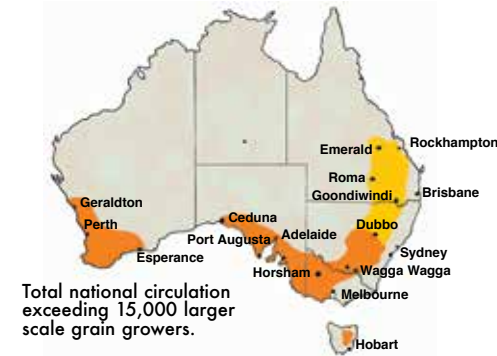
Distribution 15,000*

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).

*Our new feature puts Australian Grain in front of over 5000 members of Grower Groups Australia wide.



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



Distribution 2600

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
 0428 794 801 / 07 4659 3555
 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%).