

# 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	

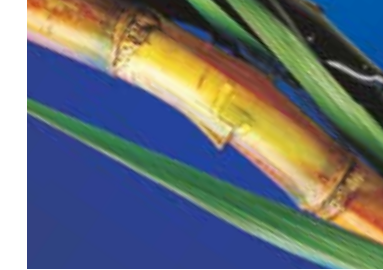


ISSUE	MATERIAL DEADLINE	RELEASE
Jan-Feb 2017	January 13	January 23
Mar-Apr 2017	February 27	March 13
Grain Yearbook 2017	March 22	April 10
May-Jun 2017	May 8	May 19
Jul-Aug 2017	June 30	July 14
Sep-Oct 2017	August 25	September 15
Nov-Dec 2017	November 6	November 20



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

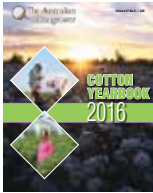
- **Australian Grain**
- **The Australian Cottongrower**
- **Australian Sugarcane**



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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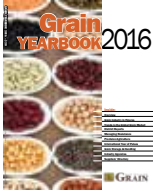
### Cotton Yearbook

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](mailto:mick@greenmountpress.com.au)

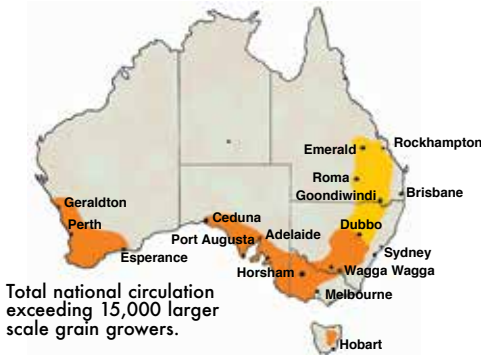


Distribution 15,000

<b>FULL PAGE:</b>	<b>\$3000 +GST</b>
<b>HALF PAGE:</b>	<b>\$1800 +GST</b>
<b>QUARTER PAGE:</b>	<b>\$900 +GST</b>
The above prices are for full colour advertising.	
<b>INSERTS* OR HIRE OF MAILING LIST:</b>	
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

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

\*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

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

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](mailto: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%).