

# 2018 Advertising Deadline & Release Dates



ISSUE	MATERIAL DEADLINE	RELEASE
Feb-Mar 2018	February 2	February 16
Apr-May 2018	March 26	April 9
Jun-Jul 2018	May 25	June 8
Aug-Sep 2018	August 3	August 17
Oct-Nov 2018	September 21	October 12
Cotton Yearbook 2018	October 12	November 5
Dec 2018-Jan 2019	November 16	December 7
COTTON INDUSTRY PUBLICATIONS		
Cotton Production Manual	May 1, 2018	
Pest Management Guide	July 25, 2018	

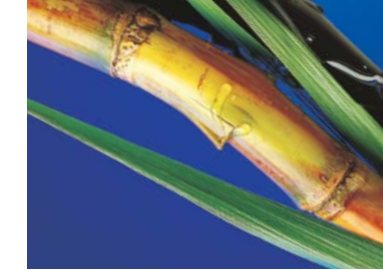


ISSUE	MATERIAL DEADLINE	RELEASE
Jan-Feb 2018	January 12	January 22
Mar-Apr 2018	February 28	March 14
Grain Yearbook 2018	March 21	April 9
May-Jun 2018	May 7	May 18
Jul-Aug 2018	June 29	July 13
Sep-Oct 2018	August 24	September 14
Nov-Dec 2018	November 5	November 19



ISSUE	MATERIAL DEADLINE	RELEASE
Feb-Mar 2018	February 9	February 23
Apr-May 2018	April 13	April 27
Jun-Jul 2018	June 4	June 18
Aug-Sep 2018	August 10	August 24
Sugarcane Annual+Oct-Nov* 2018	October 8	October 22
Dec 2018-Jan 2019	December 3	December 14

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



## RATE CARD 2018

- **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  
 120 Herries Street  
 Toowoomba Q 4350  
 P: 0746 593 555  
 M: 0428 794 801  
 E: michael@greenmountpress.com.au





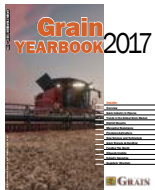
### Cotton Yearbook

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, YouSendIt or similar
  - We can make up your advertisement for you from supplied artwork and a rough layout

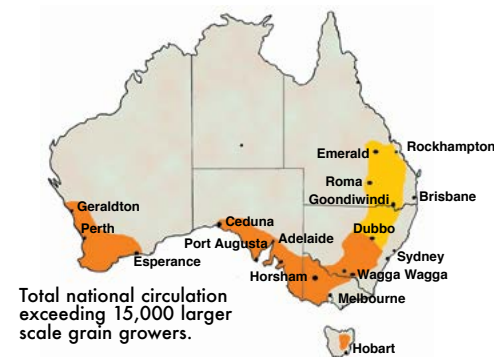
For any production inquiries please phone Mick Allan on 07 4659 3555 or E: [mick@greenmountpress.com.au](mailto:mick@greenmountpress.com.au)



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	

<b>Northern Focus</b> (Qld, nth'n NSW) is <b>50%</b> of the above national rates (3000 circulation).
<b>Southern Australia Focus</b> (Sth'n NSW, Vic, Tas, SA and WA) is <b>66%</b> of the above national rates (12,000 circulation).



- 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  
0428 794 801 / 07 4659 3555  
[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%).