

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	

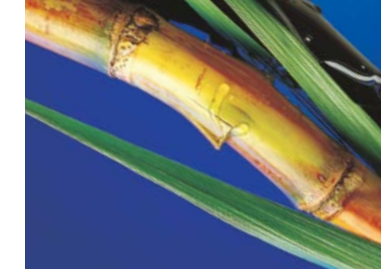


ISSUE	MATERIAL DEADLINE	RELEASE
Jan-Feb 2018	January 12	January 22
Mar-Apr 2018	February 28	March 14
Grain Yearbook 2018	March 21	April 9
May-Jun 2018	May 7	May 18
Jul-Aug 2018	June 29	July 13
Sep-Oct 2018	August 24	September 14
Nov-Dec 2018	November 5	November 19



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.



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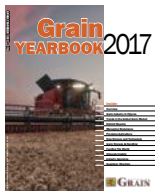
Cotton Yearbook

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

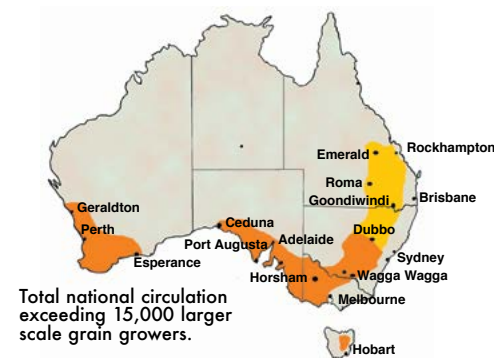


Distribution 15,000

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).



- 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%).