

# GRAIN GROWER

MEDIA KIT 2018

The best source of industry  
information for Australian  
grain farmers



# Advertising opportunity in the grains industry

## About GrainGrowers

GrainGrowers is an independent and technically resourced, grain farmer representative organisation with more than 17,000 members in Western Australia, South Australia, Victoria, Tasmania, New South Wales and Queensland grain growing regions.

Our goal is a more efficient, sustainable and profitable grain production sector that benefits all Australian grain farmers and the wider grains industry.

## Advertising enquiries & bookings



Marc Wilson  
GrainGrowers Advertising  
Gypsy Media Services,  
M: + 61 419 107 143  
W: [www.gypsymedia.com.au](http://www.gypsymedia.com.au)  
E: [graingrowers@gypsymedia.com.au](mailto:graingrowers@gypsymedia.com.au)

## Advertisement material enquiries contact

GrainGrowers Communications  
T: 02 9286 2000  
E: [advertising@graingrowers.com.au](mailto:advertising@graingrowers.com.au)



GrainGrowers produces a well regarded printed industry news publication sent directly to members by post every quarter.

From 2018, members will also be able to access a digital copy on all devices.

Since 1958, GrainGrowers' news and information service has been trusted and respected by Australia's grain farmers as a major source of important industry news and information.

## Position your advertising in front of Australia's grain farmers

More than 30 per cent of all Australian farms, or 22,000 farms, produce grains, oilseeds and pulses. Ninety five per cent of them are family owned and operated.

Grains, oilseeds and pulses (legumes such as chick peas) are one of Australia's most important rural industries, worth 23 per cent of total gross farm production annually and 24 per cent of total farm export income.

Annual grain production (wheat, coarse grains, pulses and oilseeds) averaged more than 45 million tonnes from 2010-2015 with an average annual value of \$13.5 billion.

The average export volume for five years to 2015 was 32.7 million tonnes with an average export value of \$11.4 bn.

Source: ABARES

## It's a great time to advertise to this market

Thanks to a record harvest in 2016/2017, cash income of grain farms is at some of the highest levels in 20 years.

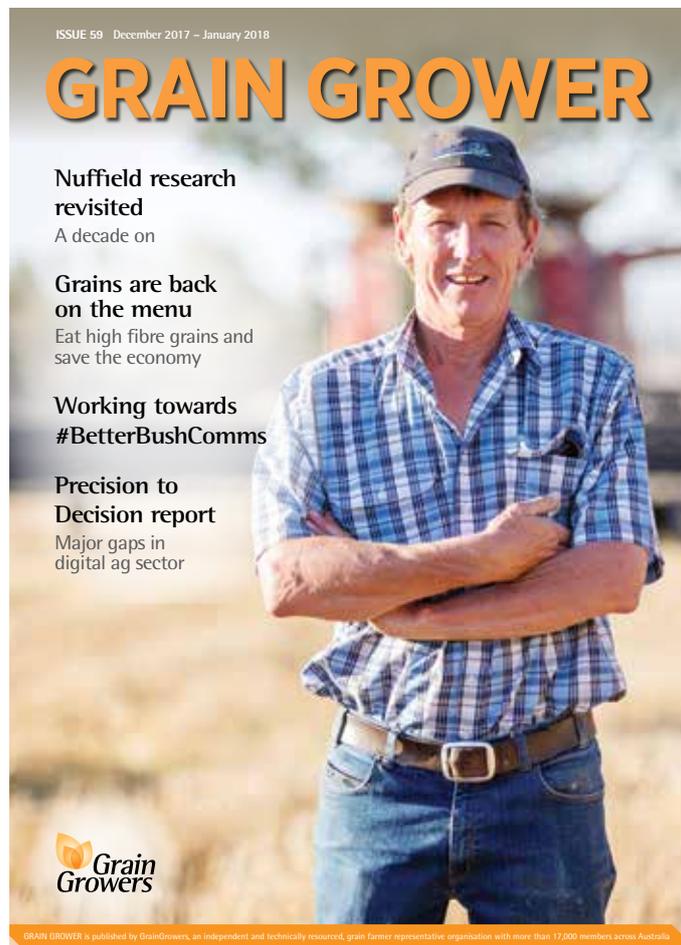
# GRAIN GROWER

GRAIN GROWER is at the forefront of news delivery in the grains industry. It contains content found in no other publication, including the latest in industry news, GrainGrowers' activities on behalf of grain farmers, current research and important issues.

**Target market:** 17,000 grain, oilseeds and pulse growing farmers throughout Australia

**Distribution:** Delivered to farming businesses via Australia Post, personally addressed.

The final issue of the year is distributed with GrainGrowers' popular annual calendar.



## 2018 Publishing dates and deadlines

Edition	Booking deadline	Ad material & insert	Delivery begins
April 2018	16 March	23 March	3 April
June 2018	18 May	25 May	4 June
September 2018	17 August	24 August	3 September
December 2018	16 November	23 November	3 December

# Display advertising

## Rates (exc. GST)

Advert size	Casual	X2 (-10%)	X4 (-15%)	X8 (-20%)
Full page	\$2,500	\$2,250	\$2,125	\$2,000
1/2 page	\$1,500	\$1,350	\$1,275	\$1,200
1/3 page	\$1,000	\$900	\$850	\$800

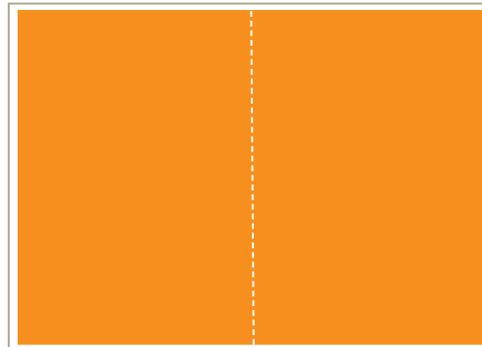
All rates exclude gst and agency commission

## Technical specs

Size	Trim size (mm / w x h)	Type area (mm / w x h)	Bleed (mm)
Full page	210 x 297	183 x 260	216 x 303
Double page spread	420 x 297	392 x 260	426 x 303
1/2 page horizontal	183 x 125	-	-
1/2 page vertical	93 x 260	-	-
1/3 page horizontal	183 x 80	-	-



FULL PAGE



DOUBLE PAGE SPREAD

### Page details

**Trim size:** 210 x 297 mm (A4)

**Bleed size:** 216 x 303 mm (3 mm bleed on all sides)

**Type area:** 183 x 260 mm

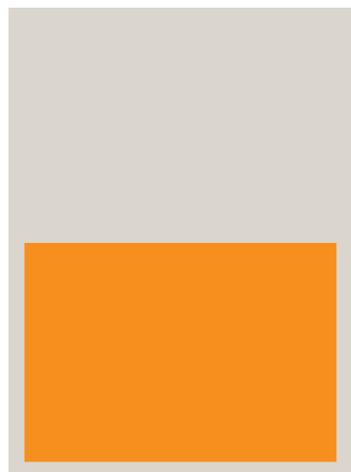
**Columns:** 3 columns per page (58.278 x 260 mm)

**Column gutters:** 4.233 mm

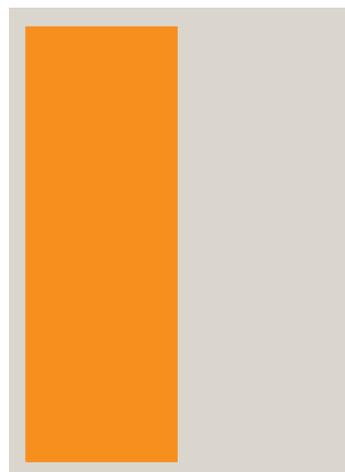
**Margins:**

**Top:** 19 mm **Inside:** 12.7 mm

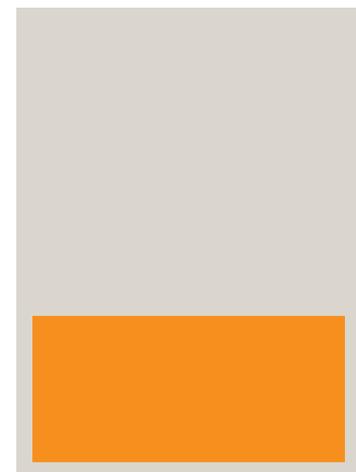
**Bottom:** 18 mm **Outside:** 14 mm



1/2 PAGE HORIZONTAL



1/2 PAGE VERTICAL



1/3 PAGE HORIZONTAL

NOTE: Advertising agency commission is 10 per cent. These rates are for space only and do not include the cost of any alterations to supplied advertisements. A 50 per cent surcharge will apply to all bookings that are cancelled on or after the specified advertising material deadline.

# Inserts

Advertisers may include a loose insert in the magazine.

Inserts must not be larger than 210 x 297 mm (A4).

A sample copy is required for checking compatibility, to obtain an accurate insertion cost.

Weight bracket	Cost (per edition)
0-10 grams	\$3000
11+ grams	Price on request

# Material requirements

**Preferred format:** high-resolution PDF (cmyk format) with all bleed and crop marks visible and all fonts embedded. Please ensure your file is labelled appropriately, detailing the date of publication.

**Preferred lodgement:**

- email (under 10MB) to [advertising@graingrowers.com.au](mailto:advertising@graingrowers.com.au)
- DropBox

**Images:** CMYK

Image resolution 300 dpi at final size.

**Proofs:** No responsibility will be taken for errors if a colour proof is not supplied. Complete material must not be supplied in any other format without prior consultation.

# Magazine flysheet

A magazine flysheet is prepared for the magazine distributed with the annual calendar in the December issue. Opportunities to advertise on this flysheet ensure high impact on receipt of the publication by the grain grower. Flysheet advertisements are in black and white only.

Size (mm / w x h)	Cost (inc. GST)
185 x 130	\$1700



# Other opportunities

## Events & sponsorship

GrainGrowers is committed to building the future leadership of the Australian grains industry by hosting flagship initiatives including:

- Innovation Generation (and IG Local) – targeting grain farmers and industry professionals under 35
- Australian Universities Crops Competition – targeting agricultural students to encourage them to take up careers in the grains industry
- Australian Grain Leaders Program – a national leadership program designed for young grain farmers and grains industry personnel.

To find out more about the opportunities to sponsor these events please contact:

Rebecca Wilde  
Events Coordinator  
GrainGrowers  
E: [events@graingrowers.com.au](mailto:events@graingrowers.com.au)



## Design & advertising material production

GrainGrowers employs graphic designers and copywriters who can produce advertisements for potential advertisers if necessary.

Simple word placement ads incur a flat rate of \$200 (incl. GST). For more complex advertisements an hourly rate may apply on top of this flat rate. If you require your existing advertisement to be modified this will also incur a charge.

Please contact GrainGrowers' Communications Team to discuss your advertising material design requirements:

T: 02 9286 2000

E: [advertising@graingrowers.com.au](mailto:advertising@graingrowers.com.au)





**Grain  
Growers**

# E-Newsletter

GrainGrowers produces an email newsletter, which is distributed to our grain farmer members every fortnight throughout the year.

The newsletter is designed to keep readers informed about news and information in between magazine editions and also highlights GrainGrowers' involvement in the industry.

## Advertising rates

Size (px / w x h)	Casual	X2 placements
600 x 100 banner	\$495	\$350

Artwork must be provided as a web-ready JPG or PNG at 72 dpi.

## 2018 publishing dates & deadlines

Booking & ad material deadline	Distribution date
12 January	19 January
25 January	2 February
9 February	16 February
23 February	2 March
9 March	16 March
23 March	30 March
6 April	13 April
20 April	27 April
4 May	11 May
18 May	25 May
1 June	8 June
15 June	22 June
29 June	6 July
13 July	20 July
27 July	3 August
10 August	17 August
24 August	31 August
7 September	14 September
21 September	28 September
5 October	12 October
19 October	26 October
2 November	9 November
16 November	23 November
30 November	7 December
17 December	21 December

## Advertising enquiries & bookings

Please contact in the first instance:



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M: + 61 419 107 143  
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Twitter: @GrainGrowers Ltd | Facebook: @GrainGrowers | [www.graingrowers.com.au](http://www.graingrowers.com.au)