

GROUND COVER

2026 RATE CARD



Victorian grain grower Maddie Steel.

PHOTO: BRAD COLLIS

GroundCover is published bi-monthly by the Grains and Research Development Corporation (GRDC) to communicate the latest advances related to crop improvement and grain production technologies.

GRDC is a global leader in grains industry research, development and extension. Each year it plans, invests in, manages and promotes hundreds of world-class RD&E projects. Its focus is on driving discoveries and innovations that will create enduring profitability for Australian grain growers.

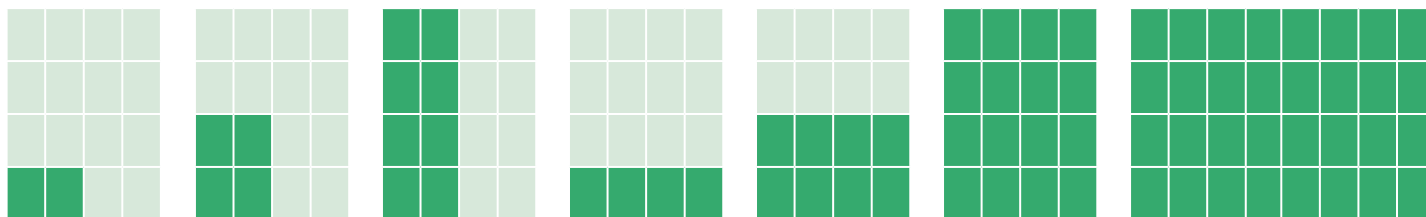
This includes agronomy, on-farm production, soil health and nutrition, weeds, pests and diseases, new varieties, on-farm grain storage, advanced plant breeding, biotechnology, innovation and value chain industries.

GroundCover is a national print and online information platform delivering dedicated and focused information covering the three main cropping zones in Australia – northern, southern and western regions. With each edition directly mailed to over 31,350 growers, private advisers/consultants, state departmental agronomists, agribusiness professionals, researchers and other industry stakeholders nationwide, **GroundCover** provides the most dedicated and effective platform for advertisers wishing to connect with Australian grain growers.

REACHING EVERY PART OF THE GRAINS INDUSTRY, IN EVERY STATE



MECHANICAL SPECIFICATION (MODULE WIDTH X DEPTH MM, TYPE AREA)



2 MODULE WIDE

T22
129 X 92

T42

129 X 188

T82

129 X 380

4 MODULE WIDE

T24
262 X 92

T44

262 X 188

T84

262 X 380

8 MODULE WIDE / DOUBLE PAGE SPREAD

T88
544 X 380



Publication trim size: 282mm WIDTH X 395mm DEPTH

FOCUS GROUPS SURVEY

"Love the magazine ... please keep sending two copies." – VICTORIAN GROWER

"Keep up the good work. Always an excellent publication." – WA RESEARCHER

"A great informative magazine. We look forward to receiving it." – SA GROWER

"GroundCover makes interesting reading ... whets your appetite."

– QUEENSLAND GROWER

"We look for this paper and consider it the best."

– VICTORIAN GROWER

"Great material in GroundCover – really get a lot out of it!"

– NSW GROWER

"Great informative magazine. Don't dare stop my subscription." – SA GROWER

ADVERTISING RATES

| MODULE / SIZE | CASUAL | 3 BUY | 6 BUY |
|---------------|----------|----------|----------|
| T22 | \$1001 | \$952 | \$901 |
| T42/T24 | \$2,002 | \$1,904 | \$1,802 |
| T44/T82 | \$4,004 | \$3,808 | \$3,604 |
| T84 | \$8,008 | \$7,616 | \$7,208 |
| T88 | \$16,016 | \$15,232 | \$14,416 |

All rates include 4 colour CMYK. All rates exclude GST.
Cancellation after the booking deadline will incur a 50% charge.

PREFERRED POSITION LOADING

PAGE 3: 33% PAGE 5: 25% ERHP: 10% BACK COVER: 25%
AGENCY COMMISSION: 10%

Earliest left-hand page full-page ad – from page 12 onwards
Earliest right-hand page full-page ad – from page 23 onwards

BOOKING AND MATERIAL DEADLINES

| PUBLICATION DATES | BOOKING DEADLINE | MATERIAL DEADLINE | DISTRIBUTION |
|-------------------|------------------|-------------------|-----------------|
| Jan-Feb 2026 | 10 November 2025 | 17 November 2025 | 9 January 2026 |
| Mar-Apr 2026 | 12 January 2026 | 19 January 2026 | 27 Feb 2026 |
| May-Jun 2026 | 16 March 2026 | 23 March 2026 | 1 May 2026 |
| Jul-Aug 2026 | 4 May 2026 | 11 May 2026 | 26 June 2026 |
| Sep-Oct 2026 | 6 July 2026 | 13 July 2026 | 28 August 2026 |
| Nov-Dec 2026 | 31 August 2026 | 7 September 2026 | 23 October 2026 |

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