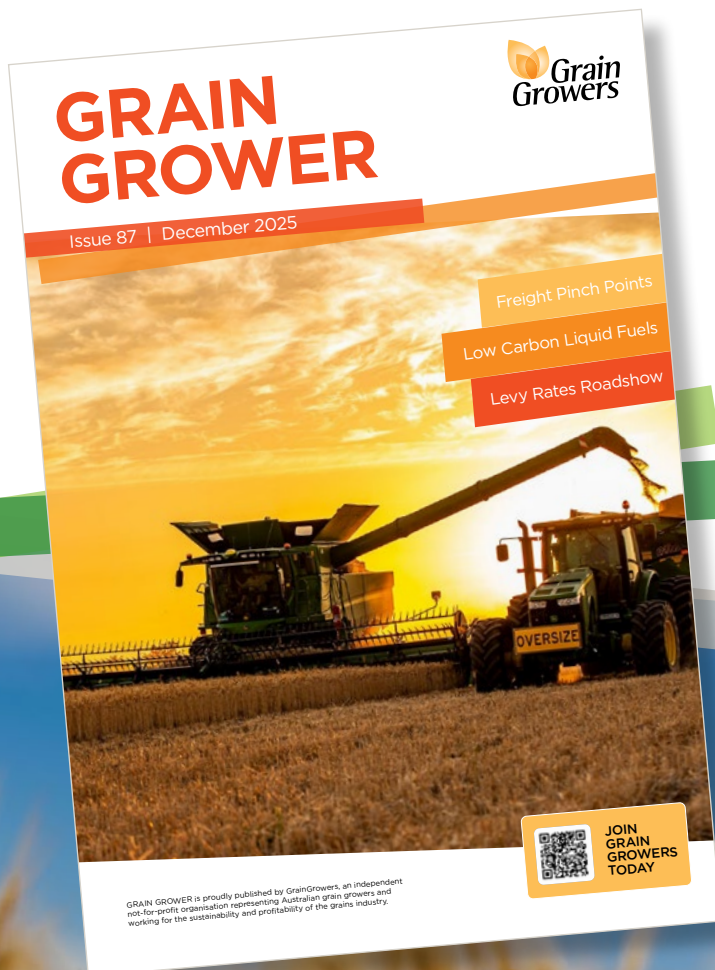


# GRAIN GROWER

GrainGrowers represents Australian grain growers, empowering them through engagement, advocacy and capacity building. The quarterly magazine Grain Grower is a trusted source of important industry news and information.

Media Kit | 2026



# KEY FACTS

Grain Grower magazine is populated with content that directly engages with growers across Australia



Personally addressed and mailed directly to every grower member.

Over **12,000** households



Quality colour A4 gloss magazine



Available online through the GrainGrowers website, profiling your brand to an even broader industry audience



Amplified through GrainGrowers' social channels; Facebook, Twitter & Instagram



Feedback from growers is that they keep the magazine in their household for an extended shelf-life





# AUDIENCE

Around

**23.4 MILLION  
HECTARES**

of commercial grains crops are  
planted annually across Australia

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**95%** of Australian farms are  
family owned and operated\*

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**\$19.1 BILLION**  
gross value of production

**\$22.8 BILLION**  
in exports

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Our readership spans grain growing  
regions across Australia

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\*Source: ABARES

2026

# PUBLISHING DATES AND DEADLINES

| EDITION            | BOOKING DEADLINE     | AD MATERIAL & INSERT | DELIVERY AFTER |
|--------------------|----------------------|----------------------|----------------|
| June 2026          | <b>1 May</b>         | 15 May               | 3 June         |
| December 2026      | <b>2 November</b>    | 16 November          | 7 December     |
| Fortnightly e-news | <b>2 weeks prior</b> | 1 week prior         | Fortnightly    |

## E-NEWS AD DEADLINE AND PUBLICATION DATES

| MONTH | AD DEADLINE | PUB. DATE | AD DEADLINE | PUB. DATE | AD DEADLINE | PUB. DATE |
|-------|-------------|-----------|-------------|-----------|-------------|-----------|
| Jan   | 9           | <b>16</b> | 23          | <b>30</b> | -           | -         |
| Feb   | 6           | <b>13</b> | 20          | <b>27</b> | -           | -         |
| Mar   | 6           | <b>13</b> | 20          | <b>27</b> | -           | -         |
| April | 3           | <b>10</b> | 17          | <b>24</b> | -           | -         |
| May   | 1           | <b>8</b>  | 15          | <b>22</b> | -           | -         |
| June  | 29 May      | <b>5</b>  | 12          | <b>19</b> | -           | -         |
| July  | 26 Jun      | <b>3</b>  | 10          | <b>17</b> | 24          | <b>31</b> |
| Aug   | 7           | <b>14</b> | 21          | <b>28</b> | -           | -         |
| Sept  | 4           | <b>11</b> | 18          | <b>25</b> | -           | -         |
| Oct   | 2           | <b>9</b>  | 16          | <b>23</b> | -           | -         |
| Nov   | 30 Oct      | <b>6</b>  | 13          | <b>20</b> | -           | -         |
| Dec   | 27 Nov      | <b>4</b>  | 11          | <b>18</b> | -           | -         |



# 2026 MAGAZINE & E-NEWSLETTER ADVERTISING RATES

|                     | CASUAL  | X2 (-10%) |
|---------------------|---------|-----------|
| <b>FULL PAGE</b>    | \$3,200 | \$2,880   |
| <b>½ PAGE</b>       | \$1,950 | \$1,755   |
| <b>⅓ PAGE</b>       | \$1,300 | \$1,170   |
| <b>INSERT</b>       | \$3,950 | \$3,555   |
| <b>FLYSHEET</b>     | \$2,200 | \$1,980   |
| <b>E-NEWSLETTER</b> | \$320   | -         |

All rates are exclusive of GST which will be included upon invoicing



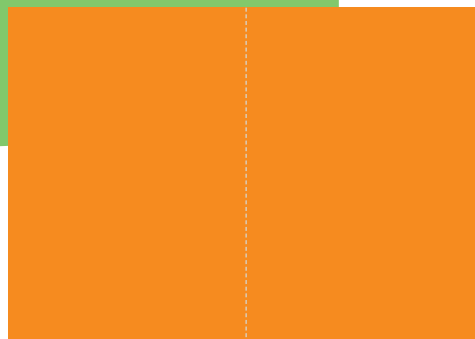
# ARTWORK SPECIFICATIONS

|                   | TRIM SIZE<br>(mm / w x h)            | TYPE AREA<br>(mm / w x h) | BLEED<br>(mm) |
|-------------------|--------------------------------------|---------------------------|---------------|
| FULL PAGE         | 210 x 297                            | 183 x 260                 | 216 x 303     |
| DOUBLE PAGE       | 420 x 297                            | 392 x 260                 | 426 x 303     |
| ½ PAGE HORIZONTAL | 183 x 125                            | -                         | -             |
| ½ PAGE VERTICAL   | 93 x 260                             | -                         | -             |
| ⅓ PAGE HORIZONTAL | 183 x 80                             | -                         | -             |
| <b>ADDITIONAL</b> |                                      |                           |               |
| INSERT            | A4 (210 x 297mm), weight 0-10 grams  |                           |               |
| FLYSHEET          | 70mm w x 130mm h, black & white only |                           |               |
| E-NEWSLETTER      | 600px x 100px banner + hyperlink     |                           |               |

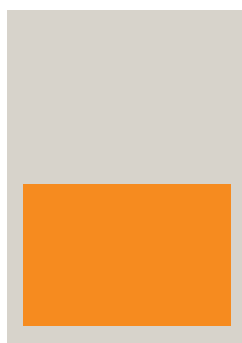
**PREFERRED FORMAT** is high-resolution PDF (cmyk format) with bleed and crop marks visible and all fonts embedded. Please label your file with the date of publication. Colour proofs must be supplied.



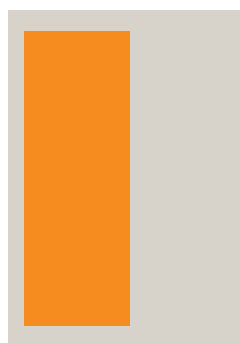
FULL PAGE



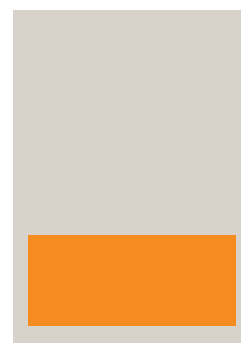
DOUBLE PAGE



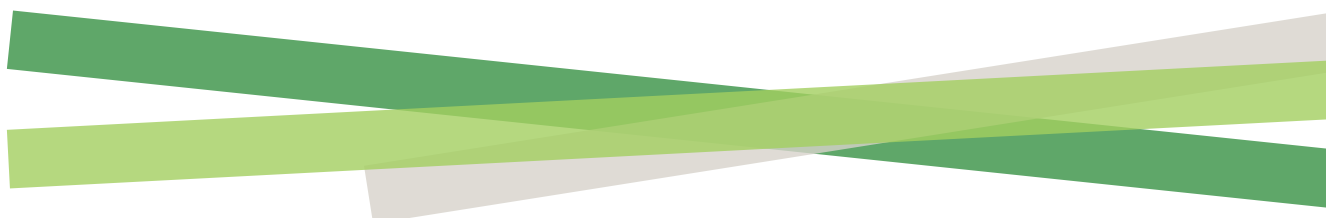
½ PAGE HORIZONTAL



½ PAGE VERTICAL



⅓ PAGE HORIZONTAL



# GRAIN GROWER

## YOUR 2026 BOOKING

### Terms & conditions

The publisher is GrainGrowers Limited. Confirmation by the advertiser or booking agency through this GrainGrowers booking form is considered the contract. GrainGrowers does not accept or pay any agency commissions.

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### Acceptance

The Publisher reserves the right to reject any advertisement or copy considered offensive or outside advertising standards and regulations. Advertisers are responsible for ensuring that advertisements comply with commonwealth and state laws. The Publisher reserves the right to refuse any ad bookings it sees fit.

### Cancellations

All bookings called before booking deadlines will be charged at 50%. Cancellations after this deadline will be charged at the full rate.

To request a booking, please complete the 2026 booking form online [here](#).

**A Quiet Force for Regional Food Security**  
This book is more than an export success story. It's a cornerstone of food security in a region facing rising populations, volatile climates, and growing pressure on domestic food production. Southeast Asia has been a food bowl in much larger states of their income. In some low-income countries, up to 50 percent of people live in families in Indonesia. When disaster or drought or price spikes strike, they can quickly become unaffordable. Extreme weather, droughts and floods also take their toll, with events such as the 2023 El Niño stormy warning regional rice yields and highlighting the importance of reliable imports.

**More Than a Commodity**  
That's where Australian grain plays a quiet but powerful role, known for its consistent quality and dependable supply. It's not just daily meals but regional resilience.

**Soft Power in Every Shipment**  
This regional interdependence is a strategic asset. A bowl of soft power built on tough touches but through everyday trade. Australia's reputation as a reliable food partner is a quality strengthening regional stability, economic development, and cooperation.

**675 million people in Southeast Asia rely on imported grain.**  
**Australian wheat = regional food security.**  
**\$2.3 billion in wheat exports to Southeast Asia (2022).**  
Grain trade builds peace and stability.

**Why Australians should care about grain exports to Southeast Asia**  
Words: Annabel MacTier - Policy Manager, Trade and Supply Chains  
Australia's wheat isn't just feeding households at home - it's a strategic ingredient in the stability of our region.

When most Australians think about grain, they picture bread, breakfast cereal, or biscuits on the supermarket shelf. But behind every loaf and WheatBix box lies a story that stretches well beyond our borders. Each year, millions of tonnes of Australian wheat, barley and other grains leave our ports bound for Southeast Asia - where they help feed a region of more than 675 million people. From farm to table, Australian wheat is a key ingredient in some of Southeast Asia's most recognizable and attractive foods.

To learn more about how Australian grain strengthens diplomatic relationships, supports peace and prosperity, and why continued investment in trade and agricultural programs is vital to sustaining our role as Southeast Asia's trusted food partner, scan the QR code.

**Coming Up For GrainGrowers**

**1 Dec - 9 Jan 2026**  
Innovation Generation Working Group Applications open (Virtual)

**Monday 19 January**  
OnBoard program applications close (Virtual)

**Thursday 26 March**  
GrainGrowers Sustainability Forum, Sydney

Please keep an eye on the GrainGrowers website for more!

For further information contact

[enquiry@graingrowers.com.au](mailto:enquiry@graingrowers.com.au)  
or call **02 9286 2000**

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