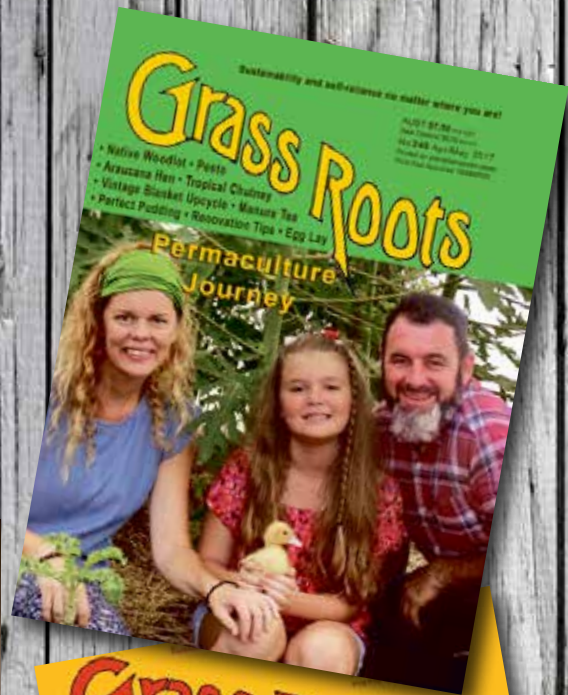


Grass Roots Magazine

2020 MEDIA KIT



**Sustainability and self-reliance
no matter where you are!**



THE ORIGINAL ECO MAG

- Published by Grass Roots Publishing.
- Six editions a year.
- Readership 100,000
- Fully Australian owned.
- In print for over 45 years by the same publisher.
- Unprecedented goodwill and authenticity.
- Dedicated following on Facebook and Instagram

Grass Roots

2020 MEDIA KIT

UNIQUE

- Continuous publication for over 45 years means we have a deep knowledge of our readers and they know and trust the magazine.
- High participation rate across numerous platforms - from Facebook and Instagram to contributor letters.
- High percentage of long-term readers - including multiple generations in one family.
- Readers keep complete sets of the magazines as an encyclopedia.
- Publishers have been interested and involved in life on the land their entire lives so are credible, reliable, well respected.
- Australians have grown up with Grass Roots since 1973.



OUR READERS

- Interested in discovering new ways of living sustainably, and in eco products and services.
- Live in diverse situations but seeking practical hands-on tools to live a healthy and ethical life.
- Strong awareness of environmental issues and use values when making buying choices.
- Appreciate organic, sustainable, good quality products.
- Are interested in vegetable growing, food preserving, clean eating, going waste-free, natural animal care, alternative power, and green building and renovating.
- Trust Grass Roots when making decisions.
- Readership Australia-wide and New Zealand.
- Almost equally males and females.

Grass Roots

2020 MEDIA KIT

BE PART OF THE GOOD LIFE

Published every two months, *Grass Roots* is distributed in Australia and New Zealand through nearly 4,000 retailers. It has a strong subscriber base and thousands of followers on Facebook and Instagram.

Unlike most magazines, *Grass Roots* is not discarded after it is read. Its articles are practical and reliable and remain relevant for many years, so each copy is read, reread and passed around widely. Readers maintain a *Grass Roots* reference collection on the bookshelf which they return to often. An advertisement in *Grass Roots* is of lasting value as it will be seen by many different people over and over again.

Grass Roots offers the advertiser access to a community of people who live ethically and sustainably, wish to make purchases that align with their values, and have proven brand loyalty.

The editorial team has 40 years of expertise in farming, gardening, animal care and sustainable living.

From the 1970s hippy heyday to the the clean green 2010s, the magazine has remained reliable, relatable,



DEADLINES

Feb/March issue:	deadline 22 Dec
April/May issue:	deadline 21 Feb
June/July issue:	deadline 25 April
Aug/Sept issue:	deadline 27 June
Oct/Nov issue:	deadline 22 Aug
Dec/Jan issue:	deadline 24 Oct

Classified advertisements are available at 85 cents per word and \$15 for each jpeg photo.

Grass Roots

2020 MEDIA KIT

PRE-PRESS GUIDE

PDF Files

Only PDF files are accepted.

All fonts to be embedded.

Recommended PDF Version 1.3 no higher than version 1.4

No transparencies.

No trim marks or other printers marks to be included on file.

Single page PDFs.

Indesign PDFs: Exporting a PDF from Indesign is not recommended. It is preferred that the file be exported as an EPS and ran through Distiller. If Indesign must be used to create PDFs the standard should be set to PDF/X-1a:2001.

Image Resolution

Image resolution for colour and greyscale images should be a minimum of 200 dpi. For bitmap images it should be 1200 dpi.

Cover artwork should be 300 dpi.

Scaling Images

Please keep your images within 5% of the intended size. Resize in Photoshop if needed.

Colour

Only CMYK colours should be used. No RGB, Pantone or other spot colours should be present in the document.

Mono images should be in greyscale mode. Check separations in your layout program prior to sending files. Duotones should not be used and should be converted to CMYK or use a coloured TIFF greyscale in your layout program.



ADVERTISING RATES

Size	Height x Width	Cost
Full page	224mm H x 162mm W	\$2000
Half page	109mm H x 162mm W	\$1200
Third page	71.3mm H x 162mm W	\$840
or	224mm H x 50.5mm W	\$840
Quarter page	109mm H x 78mm W	\$600
or	50.5mm H x 162mm W	\$600
Eighth page	50.5mm H x 78mm W	\$340
Business Card	50.5mm H x 50.5mm W	\$180

All prices include GST

Loading

Inside front and back covers – full page, half page or quarter page only.

Front inside cover – add 15%

Back inside cover – add 10%

Back outside cover add 20%

For annual contracts subtract 15%

Terms

- Payment must be within 30 days.
- All rates are for finished advertisement.
- Please adhere to measurements as strictly as possible.
- We can design your advertisement – minimum \$50 fee.
- The publishers reserve the right to refuse any advertising.

CONTACT

Grass Roots Office

Ph: 03 5792 4000

Email: greenliving1973@gmail.com