

This is your  
opportunity to  
reach 85,900  
prospective  
customers



# Primex

Australia's Sustainable Farming  
and Primary Industries Expo

## OFFICIAL 2022 GUIDE

The Primex 2022 official guide will be delivered from 27th October, 2022.

11,500 copies will be inserted into Queensland Country Life (Southern Edition). 14,000 will be inserted into The Land (Northern Edition) and 5,000 free copies will be handed out at the gates.

The official guide book includes everything a visitor needs to know about this year's event. There will be information on daily

programs, site maps, and exhibitor & product listings.

Primex Official Guide provides the perfect platform to promote your products and services also giving you the opportunity to advertise your location through the site map.

Let us help you communicate with potential field day visitors, generate business and target farmers through Queensland Country Life (Southern Edition), The Land (Northern Edition) and at entry points during Primex.

Queensland  
Country Life &  
The Land  
print & digital reaches  
89% broadacre  
farmers

**Published – Thursday 27th Oct**

**Booking and Editorial Deadline – Friday, 30th Sept**

**Advertising Copy deadline – Friday, 7th Oct**

**QUEENSLAND  
Country Life**

**THE LAND**





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## OFFICIAL 2022 GUIDE ADVERTISING PACKAGES

### Primex Official Guide

#### Double Page Spread

**T68** (280 mm High x 544 mm Wide)

Cost - **\$5,190** inc GST

Includes 10,000 Ad Impressions on  
[www.queenslandcountrylife.com.au](http://www.queenslandcountrylife.com.au)

#### Full Page

**T64** (280 mm High x 260 mm Wide)

Cost - **\$3,380** inc GST

Includes 10,000 Ad Impressions on  
[www.queenslandcountrylife.com.au](http://www.queenslandcountrylife.com.au)

#### Half Page

**T34** (139 mm High x 260 mm Wide)

Cost - **\$1,860** inc GST

Includes 10,000 Ad Impressions on  
[www.queenslandcountrylife.com.au](http://www.queenslandcountrylife.com.au)

#### Quarter Page

**T32** (139 mm High x 129 mm Wide)

Cost - **\$1,260** inc GST

Includes 10,000 Ad Impressions on  
[www.queenslandcountrylife.com.au](http://www.queenslandcountrylife.com.au)

### Primex Report

Published in Queensland Country Life  
(Southern Edition), Thursday, November 24

Book your report advertising by **Monday  
Nov 14** and **SAVE** on QCL Casual  
Advertising

#### Rates

##### Half Page

**T44** (186 mm High x 260 mm Wide)

Cost - \$1,730 inc GST **SAVE \$2,050**

##### Quarter Page

**T42** (186 mm High x 129 mm Wide)

Cost - \$860 inc GST **SAVE \$1,030**

##### Eighth Page

**T22** (92 mm High x 129 mm Wide)

Cost - \$430 inc GST **SAVE \$510**

• For more details talk to your  
**Queensland Country Life**  
Advertising Representative today

Ask your advertising representative  
how you can target attendees during  
Primex using

## EVENT DIGITAL TARGETING

Be more competitive with your business by more  
exposure to your brand as potential customers are  
searching the Internet and are relevant to your  
business, locations and have been to your website.



#### Site Retargeting

Targeting users who have previously visited your website as they surf the web.

#### Keyword Contextual

Targeting content with terms relevant to your industry.



#### GEO Fencing

Targeting based on your location and your competitors location.

#### GEO Targeting

Targeting your customers in your service area.



#### Keyword Search

Targeting terms relevant to your industry.