

# 2021 MEDIA KIT

4

Bulletins

51

eNews editions

41,000

Avg. Website visits  
per/month

300

Website  
Posts in '20

4,500

Min. Audience  
reach

With Angus Australia's extensive audience reach we offer several advertising opportunities to promote the sale of Angus cattle and associated events, products and services.

Angus Australia's print and digital advertising opportunities ensures you reach your target market, those interested in the Angus breed, as well as the overall cattle and agricultural industries.

Standard advertising opportunities are outlined within this media kit. Alternatively, please feel free to contact us to discuss tailor made packages.

## Angus Bulletin

Size	Width x Height	Cost
Business Card	96mm x 65mm	\$165.00
Quarter page	192mm x 70mm	\$330.00
Third page	192mm x 89mm	\$440.00
Half page (horizontal)	192mm x 135mm	\$660.00
Half page (vertical)	96mm x 270mm	\$660.00
Full page	210mm w x 297mm with 4mm bleed	\$1,000.00
Inside front cover	210mm w x 297mm with 4mm bleed	\$1,200.00
Inside back cover	210mm w x 297mm with 4mm bleed	\$1,100.00
Back cover	210mm w x 297mm with 4mm bleed	\$1,300.00

Edition	Ad bookings close	Artwork material due	Online release (approx)
Autumn 2021	25 February 2021	1 March 2021	22 March 2021
Winter 2021	24 May 2021	31 May 2021	21 June 2021
Spring 2021	23 August 2021	30 August 2021	20 September 2021
Summer 2022	22 November 2021	29 November 2021	17 December 2021



Mailed to over 4,500 people



Print & Digital versions  
for maximum reach



Seasonal editions



Angus and Industry  
related articles

# Website

The Angus Australia website is the central hub for all Angus information and on average receives over 35,000 page views per month.

Website banners appear not only on the home page of the website, but also throughout the entire website and as an added bonus are promoted via Angus Australia's social media channels.

Website banners can be linked to a medium of your choice, eg. website, sale catalogue, video etc.

Website Advertising		eNews Advertising		
<i>Standard Cost</i>	<i>Discount Cost*</i>	\$110	\$330	\$110
\$165 per week	\$132 per week	300px wide by 250px high	600px wide by 174px high	Link to Youtube video
Size: MREC - 300px wide by 250px high				

\*Including 20% sale catalogue discount and GST

# eNews

The Angus Australia eNews is distributed weekly to over 5,000 members and industry representatives, as well as promoted via Angus Australia's social media channels.

Along with standard banner advertisements, advertisers now have the option to insert a sale preview video directly into eNews.

eNews banners can be linked to a medium of your choice, eg. website, sale catalogue, video etc.

Video advertising must be provided as a link to either YouTube or Vimeo videos.

# Discounts

Angus Australia offers a number of incentives to advertisers to help them get the most out of the advertising opportunities.

### Website advertising & sale catalogues:

Receive a 20% discount on web site advertising when using the Angus Australia sale catalogue services. Discounted rate, \$121.84 per week.

### Bulletin advertising:

Receive a 10% discount if booking and paying for 4 issues in advance.

# Graphic Design Services

Angus Australia offers a full range of graphic design services to members.

For \$99 an hour we can design your advert, logo or anything else you need. Contact the Marketing team for more information on our services.

SUPPLIED MATERIAL: Pre designed advertisements must be submitted as high resolution (300dpi) pdf or jpg in CMYK format. NON-ACCEPTABLE FILE FORMATS: include Microsoft Publisher, Word, Pagemaker, Excel, Powerpoint files.

All prices outlined in this document are GST inclusive. For full terms and conditions of advertising with Angus Australia, visit [www.angusaustralia.com.au](http://www.angusaustralia.com.au)

