

2024 MEDIA KIT

4

Bulletins



4,500

Min. Audience reach

51

Angus Weekly editions

42,000

Avg. Website visits per/month

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 w/ 4mm bleed | \$1,000.00 |
| Inside front cover | 210mm w x 297mm w/ 4mm bleed | \$1,200.00 |
| Inside back cover | 210mm w x 297mm w/ 4mm bleed | \$1,100.00 |
| Back cover | 210mm w x 297mm w/ 4mm bleed | \$1,300.00 |

| Edition | Ad bookings close | Artwork material due | Online release (approx) |
|-------------|-------------------|----------------------|-------------------------|
| Autumn 2024 | 13 February 2024 | 20 February 2024 | Mid March 2024 |
| Winter 2024 | 14 May 2024 | 21 May 2024 | Mid June 2024 |
| Spring 2024 | 12 August 2024 | 19 August 2024 | Mid September 2024 |
| Summer 2025 | 4 November 2024 | 11 November 2024 | Mid December 2025 |



Sent to over 4,500 people



Print & Digital versions for maximum reach



Seasonal editions



Angus and Industry related articles



Bulletin Extra EDM



ANGUS

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Digital Advertising

Website

The Angus Australia website is the central hub for all Angus information and on average receives over 42,000 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 Facebook page.

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

*Including 20% sale catalogue discount and GST

The Angus Weekly

Released each Wednesday, The Angus Weekly is distributed to over 8,000 members and industry representatives.

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.

Angus Up Next

Released at the end of each month, Angus Up Next is distributed to Angus members and subscribers and includes information on all upcoming events and a list of upcoming sales that have catalogues listed with Angus Australia.

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, \$132.00 per week.

Bulletin advertising:

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

Website Advertising

Standard Cost
\$165 per week

Discount Cost*
\$132 per week

Size: MREC
300px wide by 250px high

Angus Weekly Advertising

300px wide by 250px high
\$110 per edition

600px wide by 174px high
\$330 per edition

Link to Youtube video
\$110 per edition

New advertising Opportunity - Angus Up Next

Four advertising opportunities per edition
Size: MREC 300px wide by 250px high
\$330 per edition

New advertising Opportunity - Bulletin Extra

Four advertising opportunities per edition, open to members who advertised in the relevant edition
Size: MREC 300px wide by 250px high
\$330 per edition

Angus Bulletin Extra

Released once hard copies of the bulletin have been distributed, the Angus Bulletin Extra is distributed to Angus members and subscribers and includes multi media and feature articles from the latest edition of the Bulletin.

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

