



Angus Australia Media Kit 2026



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ABOUT THE MAGAZINE

The Bulletin

The Bulletin is the flagship publication of Angus Australia, produced quarterly and distributed through controlled and highly targeted circulation to members and key industry stakeholders across Australia and New Zealand.

The magazine is taking on a new format in 2026 and will showcase the people, enterprises, regions and systems that define the Angus breed, combining long-form storytelling with commercial insight and strategic perspective.



THE AUDIENCE

The Bulletin reaches an influential, decision-making readership with a direct stake in the beef industry.

Audience includes seedstock and commercial producers, stud principals and managers, agribusiness professionals, service providers and rural decision-makers.



REACH & DISTRIBUTION

Print distribution:

4 Min **4,500**

Editions per year

Copies mailed per
edition

Controlled and highly targeted circulation to
Angus Australia members and stakeholders

Digital reach:

512,000+

Angus Australia website
annual visits (2025)

The Bulletin content promoted digitally to extend
reach and shelf life

THE PUBLICATION

- Frequency:** Quarterly (Seasonal)
- Format:** 88 internal pages plus 4-page cover
- Advertising load:** Capped at 30% per edition to protect editorial quality
- Distribution:** Print and online

Note: Audience figures are derived from current Angus Australia analytics.

REGULAR SECTIONS



STATE OF ANGUS

Leadership perspectives and strategic context shaping the Angus breed and industry.



FEATURE STORY

A major long-form feature exploring people, regions or systems central to the Angus story.



REGIONS & SYSTEMS

Seasonal production systems across Australia and New Zealand.



GENETICS & INNOVATION

Outcome-focused insights into genetics, performance and technology.



PEOPLE & COMMUNITY

People, leadership, collaboration and the communities that shape Angus across the regions.



NEXT GENERATION

Youth development, Angus Foundation Bursaries and Awards.



BUSINESS & ENTERPRISE

Governance, succession and enterprise decision-making.



LAND & STEWARDSHIP

Sustainability, welfare and responsible land and livestock management.



ADVERTISING

Advertising in Angus Australia Magazine is structured across three tiers:

- Flagship Partner Packages (premium cover-linked packages)
- Premium Section Partner Packages (contextual adjacency to key editorial sections)
- Standard Display Advertising (flexible placements throughout the magazine)

PRINT SPECIFICATION



Full Page
210mm w x 297mm
w/ 4mm bleed



Half Page Horizontal
192mm x 135mm



Third Page Vertical
89mm x 270mm



Third Page Horizontal
192mm x 89mm



Half Page Vertical
96mm x 270mm





2026 BULLETIN ADVERTISING RATES AND PACKAGES

Placement / Package	Member Rate	Non-Member Rate
FLAGSHIP PARTNER – BACK COVER PACKAGE (Cover placement + flexible 1-page-equivalent print exposure + digital inclusions*)	\$4,000	\$4,500
FLAGSHIP PARTNER – INSIDE FRONT PACKAGE (Cover placement + flexible 1-page-equivalent print exposure + digital inclusions*)	\$3,300	\$3,800
FLAGSHIP PARTNER – INSIDE BACK PACKAGE (Cover placement + flexible 1-page-equivalent print exposure + digital inclusions*)	\$3,300	\$3,800
PREMIUM SECTION PARTNER – FULL PAGE + DIGITAL	\$2,200	\$2,800
STANDARD FULL PAGE	\$1,450	\$1,750
HALF PAGE	\$815	\$980
THIRD PAGE	\$545	\$655
QUARTER PAGE	\$410	\$495

THE ANGUS AUSTRALIA PRINT & DIGITAL PARTNER INCLUSIONS (FLEXIBLE PRINT EXPOSURE)

Flagship Partner Package

Designed for premium visibility with flexibility that suits member-based advertising.

Includes:

- One premium cover placement in a selected edition (Outside Back Cover, Inside Front Cover or Inside Back Cover)
- Flexible print exposure equivalent to one full-page advertisement, taken as either:
 - one internal full-page advertisement (same or different edition), or
 - two half-page advertisements across one or two editions
- Digital inclusions*:
 - 4 x Website MREC placements (scheduled in a four week block)
 - 2 x Angus Weekly banner placements (scheduled flexibly)Digital inclusions extend the life and reach of print advertising and are positioned as a supporting channel to print.

Premium Section Partner Package

Designed for advertisers seeking contextual alignment adjacent to a nominated editorial section.

Includes:

- One internal full-page advertisement adjacent to a nominated section
- Digital inclusions*:
 - 4 x Website MREC placements (scheduled in a four week block)
 - 2 x Angus Weekly banner placements (scheduled flexibly)Digital inclusions extend the life and reach of print advertising and are positioned as a supporting channel to print.

DIGITAL ADVERTISING

Angus Australia digital advertising is currently offered by advertisement size only. At this time, page-specific or section-specific placement is not available.

Website advertising is delivered as a Medium Rectangle (MREC) and rotated across eligible pages.

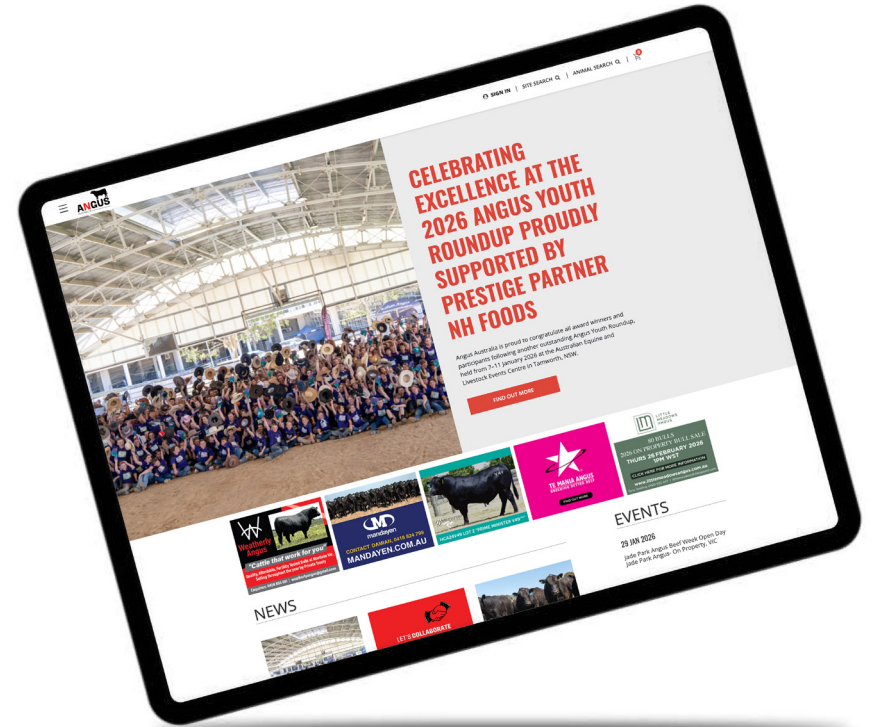
2026 DIGITAL ADVERTISING RATES (GST INCLUSIVE)

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 benefit your promotion is shared via Angus Australia's Facebook page.

Website banners can be linked to a medium of your choice e.g. website, sales catalogue, video etc.



Format	Member Rate	Non-Member Rate
Website MREC (300 px wide x 250 px high)	\$150 per week	\$200 per week
Website MREC (300 px wide x 250 px high)	\$500 per month	\$700 per month

Angus Weekly eNews

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

Along with standard banner advertisements, advertisers have the option to insert a sale preview video directly into the eNEWS. Video ads can be linked to a medium of your choice, e.g. website, sale catalogue, video etc.

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

Format	Member Rate	Non-Member Rate
Weekly Banner (300 × 250 px)	\$125	\$150
Weekly Large Banner (600 × 174 px)	\$370	\$420

Angus Up Next eNews

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. Only 4 advertising opportunities per edition are available.

Format	Member Rate	Non-Member Rate
Up Next MREC (300 × 250 px)	\$125	\$150



Digital inclusions within packages

Digital inclusions are scheduled in consultation with advertisers and may include a combination of up to:

- Website MREC placements (scheduled in four-week blocks)
- 4 x Angus Weekly banner placements (scheduled flexibly)

Digital inclusions extend the life and reach of print advertising and are positioned as a supporting channel to print.

GRAPHIC DESIGN SERVICES

Graphic design services are available to assist advertisers who do not have press-ready or digital artwork.

Rate: \$120 per hour (GST inclusive). Minimum charge half an hour.

Design services may include layout, resizing, minor edits, text updates and preparation of artwork to Angus Australia specifications.

BOOKING & ARTWORK DEADLINES

Advertising Type	Booking Deadline	Artwork Deadline	Notes
Print advertising	6 weeks prior to publication	4 weeks prior to publication	Subject to editorial schedule and availability
Digital advertising	2 weeks prior to commencement	5 business days prior	Artwork required before placement

ARTWORK SPECIFICATIONS

Print Advertising

Supply as press-ready PDF.

- CMYK colour
- 300 dpi resolution
- 3 mm bleed on all sides
- Crop marks included
- Fonts embedded or outlined

Digital Advertising

Supplied Material: Pre designed advertisements must be submitted as high resolution (300dpi) pdf or jpg in CMYK form.
 NON ACCEPTABLE FILE FORMATS: INCLUDE Microsoft Publisher, Word, Pagemaker, Excel or Powerpoint files.

GIF files are limited to 15 seconds with a maximum of 4 images per ad.

TERMS & CONDITIONS

All advertising is subject to approval by Angus Australia. Placement is subject to availability. Angus Australia reserves the right to reject advertising that does not align with organisational values or editorial standards.

DEADLINES

Edition	Ad Bookings Close	Artwork Material Due	Release
Autumn 2026	14 February 2026	21 February 2026	Early April 2026
Winter 2026	22 May 2026	29 May 2026	Early July 2026
Spring 2026	17 August 2026	28 August 2026	Late September 2026
Summer 2026	7 November 2026	14 November 2026	Late December 2026

Angus Australia Advertising Booking Form

Print Advertising

	Member	Non-Member
<input type="checkbox"/> FLAGSHIP PARTNER – BACK COVER PACKAGE	\$4,000	\$4,500
<input type="checkbox"/> FLAGSHIP PARTNER – INSIDE FRONT PACKAGE	\$3,300	\$3,800
<input type="checkbox"/> FLAGSHIP PARTNER – INSIDE BACK PACKAGE	\$3,300	\$3,800
<input type="checkbox"/> PREMIUM SECTION PARTNER	\$2,200	\$2,800
<input type="checkbox"/> STANDARD FULL PAGE	\$1,450	\$1,750
<input type="checkbox"/> HALF PAGE	\$815	\$980
<input type="checkbox"/> THIRD PAGE	\$545	\$655
<input type="checkbox"/> QUARTER PAGE	\$410	\$495

Website Advertising

	Member	Non-Member
<input type="checkbox"/> Website MREC (300 px wide × 250 px high)	\$150 per week	\$200 per week
<input type="checkbox"/> Website MREC (300 px wide × 250 px high)	\$500 per month	\$700 per month

Angus Weekly eNews

	Member	Non-Member
<input type="checkbox"/> Weekly Banner (300 px wide × 250 px)	\$125 per edition	\$150 per edition
<input type="checkbox"/> Weekly Large Banner (600 × 174 px)	\$370 per edition	\$420 per edition

Angus Up Next eNews

	Member	Non-Member
<input type="checkbox"/> Up Next MREC (300 px wide × 250 px high)	\$125	\$150

Graphic Design Services

- Angus Graphic Design Services** \$120 per hour (GST inclusive). Minimum charge half an hour.

- I give permission for Angus Australia to share my sale and animal information with **AuctionsPlus / Elite Livestock Auctions.**

I would like to book the above eNews/advertising starting from:

Start Date _____ End Date _____

or Bulletin Issue Autumn/Winter/Spring/Summer

Name: _____

Contact: _____

Address: _____

Email: _____

By signing this form you confirm that you have fully read and understand the terms and conditions specified in the Angus Australia Advertising agreement.

Member Ident: _____

Member or Business Name: _____

Signature: _____

Please email your Advertising Booking Form to marketing@angusaustralia.com.au

