



THE AUSTRALIAN WAGYU



UPDATE

2022-2023 MEDIA KIT

JANUARY, APRIL AND AUGUST 2023

ISSUES
82 - 84

The Wagyu industry's premier trade magazine produced by the Australian Wagyu Association



For over a decade, the AUSTRALIAN WAGYU UPDATE magazine has been keeping the decision-makers within the Wagyu industry informed about essential information to help promote and develop the Wagyu brand as a market leader.

In-depth analysis combined with a targeted circulation to industry professionals working with Wagyu from paddock to plate sets the AUSTRALIAN WAGYU UPDATE magazine apart from its rivals.

To ensure maximum reach and longevity of your advertisement, each issue is sent to all members of the Australian Wagyu Association, new subscribers, members or industry representatives.

Our membership extends beyond Australia with over 33% of our readership located internationally providing an excellent opportunity to you to market directly with the key stakeholders in the Wagyu marketplace both domestically and internationally.

INSIDE EACH ISSUE...

- » INDUSTRY NEWS & INTERVIEWS
- » LATEST BREED RESEARCH & DEVELOPMENT
- » GENETIC IMPROVEMENT
- » WAGYU BRAND, PROFITABILITY & SUPPLY CHAIN ANALYSIS
- » THE GROWTH OF WAGYU - LOCALLY & WORLDWIDE

THE AUSTRALIAN WAGYU UPDATE MAGAZINE AD SPECS



| | Width x Height |
|--------------------------|-------------------------|
| full page | 210 x 280mm + 3mm bleed |
| half page | 180 x 125mm |
| strip ad | 180 x 84mm |
| inside front/back | 210 x 280mm + 3mm bleed |
| outside back | 210 x 280mm + 3mm bleed |

SUPPLIED MATERIAL

- » All files to be sent as a high resolution (300dpi) PDF file in CMYK format with no spot colours
- » All fonts to be embedded
- » 3mm bleed on all sides (inside front/back cover and outside back cover)

NON-ACCEPTABLE FILE FORMATS

- » Such as Microsoft Word, Publisher, Postscript, TIFF, EPS, native Publisher, Photoshop, Illustrator, etc.

RATES

| | member | non-member |
|---------------------|--------|------------|
| full page | \$1050 | \$1400 |
| half page | \$725 | \$1100 |
| strip ad | \$575 | \$725 |
| inside front | \$1375 | \$1800 |
| inside back | \$1300 | \$1700 |
| outside back | \$1775 | \$2150 |

*Premium first quarter positions incur an additional 20% loading.
Rates listed are inclusive GST*

PUBLISHING SCHEDULE

JAN 2023 - issue 82

| | |
|--------------------------|------------------|
| Booking deadline | 25 November 2022 |
| Material deadline | 2 December 2022 |

APRIL 2023 - issue 83

| | |
|--------------------------|------------------|
| Booking deadline | 28 February 2023 |
| Material deadline | 10 March 2023 |

AUG 2023 - issue 84

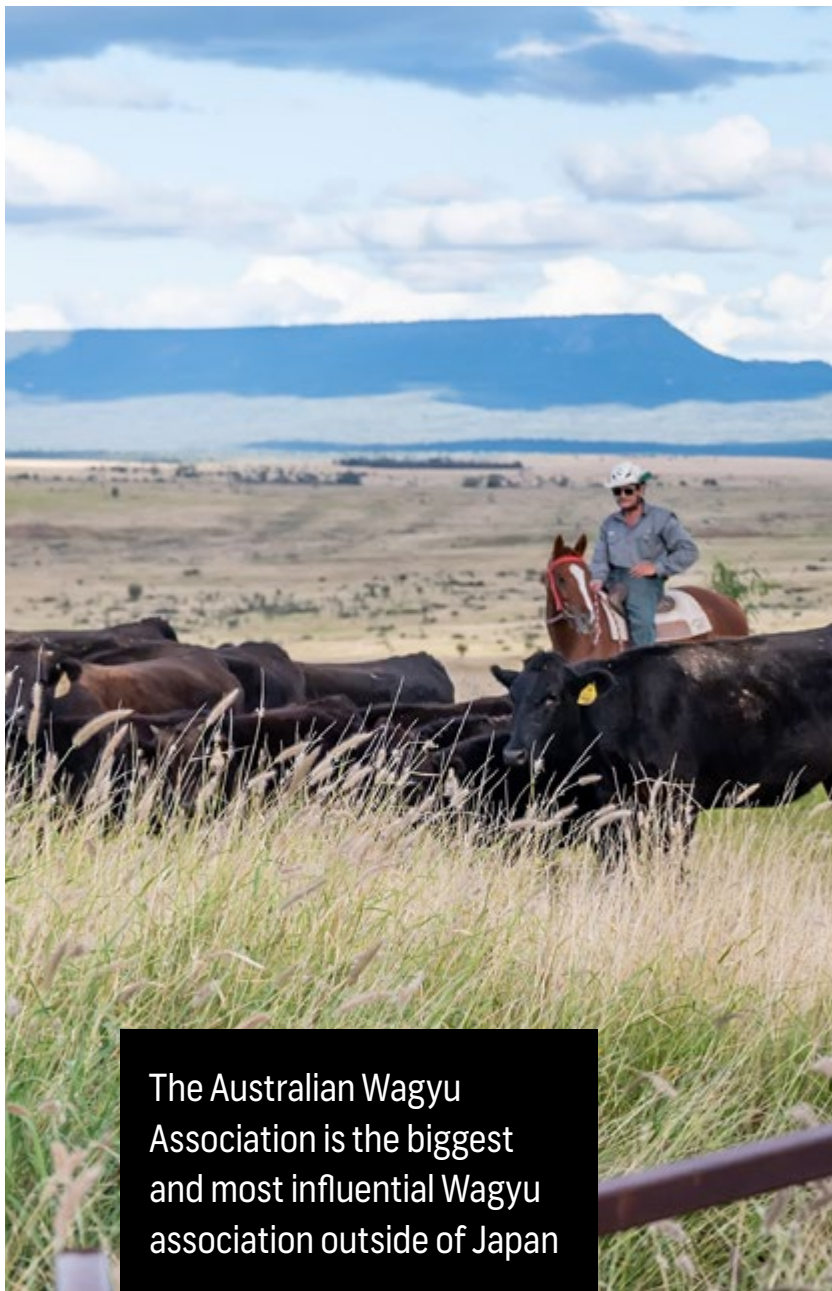
| | |
|--------------------------|--------------|
| Booking deadline | 15 July 2023 |
| Material deadline | 22 July 2023 |

TERMS & CONDITIONS

The AWA reserve the right to amend existing artwork to remove any unauthorised products/words and may charge you for this. A full colour hard copy proof should be supplied with all advertisements otherwise responsibility will not be accepted for any misrepresentations.

Design services and re-sizing of advertisements are not included within these rates and will be subject to additional charges.

The AWA reserve the right to exclude any advertisements with content which may cause offence. If this occurs, you will be advised and given the opportunity to supply new artwork providing the deadline has not passed.



The Australian Wagyu Association is the biggest and most influential Wagyu association outside of Japan




CONTACTS

EMILY RABONE

Editorial enquiries


 emily@wagyu.org.au

 0437 388481

HEATHER FRAZIER

Advertising enquiries

 heather@wagyu.org.au

 0432 949 764

PUBLISHER

The Australian Wagyu Association (AWA)

Suite 6, 146 Marsh Street,
Armidale NSW AUSTRALIA 2350

email office@wagyu.org.au

phone 02 8880 7700

www.wagyu.org.au    