



WAGYU

QUARTERLY UPDATE

2023-2024 | MEDIA KIT

ISSUES
83 - 86

Promoting, enhancing and celebrating the Wagyu Sector



For over a decade, the WAGYU QUARTERLY 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 WAGYU QUARTERLY 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 WAGYU QUARTERLY UPDATE MAGAZINE AD SPECS



	Width x Height
full page	210 x 297mm + 3mm bleed
half page	185 x 129mm (no bleed)
strip ad	92.5 x 129mm (no bleed)
inside front/back	210 x 297mm + 3mm bleed
outside back	210 x 297mm + 3mm bleed

- » All files to be sent as a high resolution (300dpi) PDF, JPG or TIFF files. CMYK format, no spot colours
- » All fonts to be embedded
- » 3mm bleed on all sides (full page adverts only)

Artwork provided as Microsoft Word, Publisher, EPS, native Publisher, Photoshop, Illustrator will not be accepted.

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. 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.

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

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

AUTUMN 2023 - issue 83

Booking deadline	20 February 2023
Material deadline	27 February 2023

WINTER 2023 - issue 84

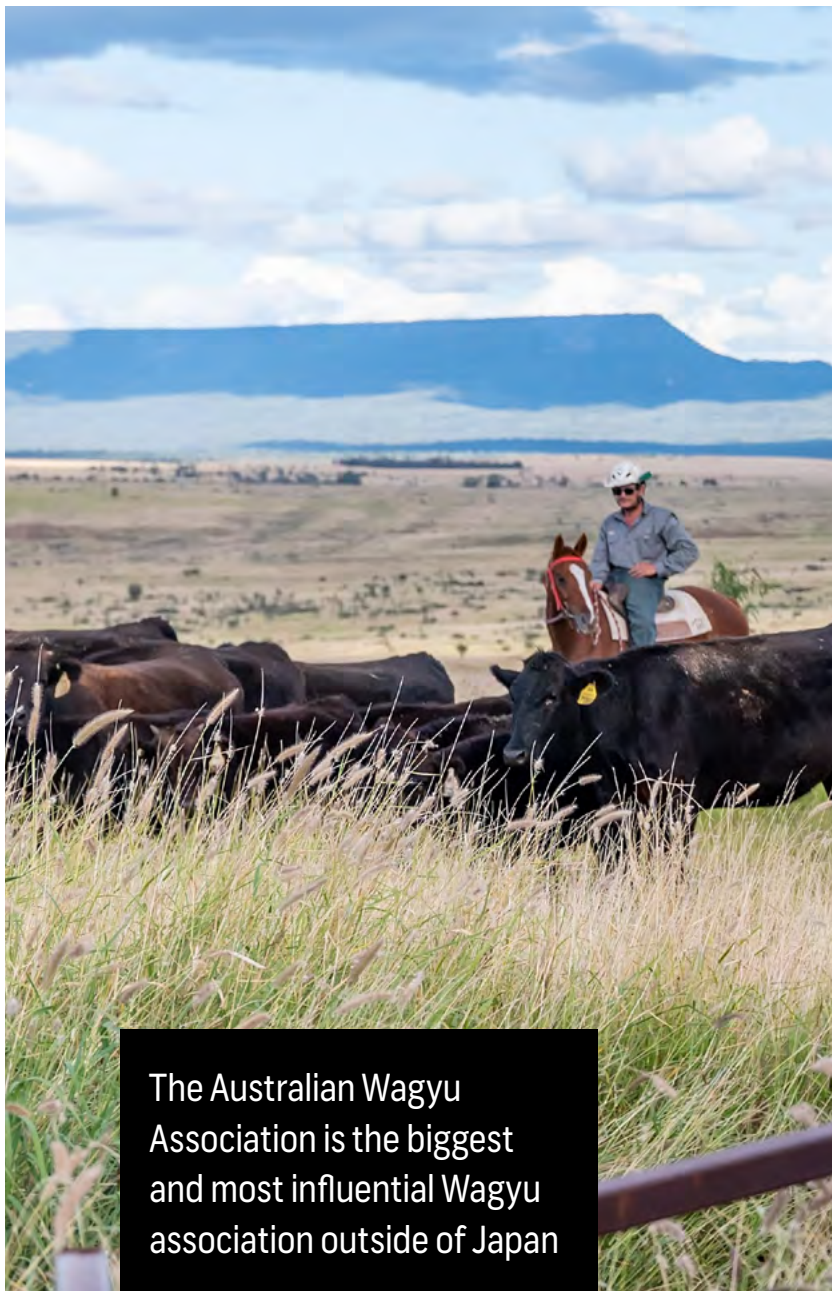
Booking deadline	24 May 2023
Material deadline	31 May 2023

SPRING 2023 - issue 85

Booking deadline	24 August 2023
Material deadline	31 August 2023

SUMMER 2024 - issue 86

Booking deadline	23 November 2023
Material deadline	30 November 2023




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




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