




2020-2021 ADVERTISING MEDIA KIT



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

A NEW LOOK, A NEW OPPORTUNITY

2020
2021

Expand your audience. Advertising with the Australian Wagyu Association (AWA) gives you access to an ever growing global Wagyu network



AWA members are from all sectors of the value chain. Our membership extends beyond Australia with over 14% of our membership located internationally.

The AWA offers advertisers the opportunity to connect directly to key stakeholders within the domestic and international Wagyu marketplace.

Speak to us on how to best reach your target audience using one or a combination of our online and offline media platforms.

ADVERTISING OPTIONS...

- » **DIRECT BANNER ADVERTISING**
AWA monthly eNEWS (eDM)
- » **SALES NOTICE LISTING**
AWA Weekly Sales (eDM)
- » **FULL, HALF or QUARTER PAGE ADS**
Wagyu Update Magazine (Print and Digital)
- » **BANNER ADVERTISING**
AWA website

« FIND OUT MORE

eDM BANNER ADVERTISING AWA MONTHLY eNEWS (newsletter)

Published monthly, the AWA eNews is distributed widely to a growing online Wagyu community.

Increase traffic to your website by placing a banner advert into the newsletter. All prices are listed in AUD and includes GST. Places limited, bookings are essential.

eNEWS BANNER – AD RATES

Fixed banner ad space. Max. of three positions available per issue.

Member (per month)	\$119
Non-member (per month)	\$143

Ask us about annual rates.

SPECIFICATIONS / ARTWORK DELIVERY

Dimensions: 440 x 520 pixels

Format: JPEG or GIF

Max file size: 200KB

Email artwork to:

We do not accept .swf files. Please note, advert files to be supplied as specifications above. We can help you with artwork design. Additional costs may apply.



AWA
eNEWS

eNEWS audience*	2,100+
Frequency sent	every month
Format	HTML email

*August 2020

TERMS & CONDITIONS

We are committed to ensuring accurate and up-to-date information is provided to members. The AWA reserve the right to exclude any advertisements with content which may cause offence or amend artwork to remove unauthorised products/words. If this occurs, you will be advised and given the opportunity to supply new artwork providing the deadline has not passed. Additional charges may apply.

All advertisers to agree to observe the AWA Bylaws - Member Code of Conduct and Part A of the AWA Advertising Code of Conduct. [Click here to review.](#)

Design services and resizing of images are not included within the advertised rates and will be subject to additional charges.

BOOK ONLINE >>

eDM
WEEKLY
SALES

eDM SALES NOTICE WEEKLY SALES – DIRECT MAIL MESSAGE

Broadcast your message by advertising your upcoming auction or on-farm animal sale, animals or property for sale or wanted advertisement within our Weekly Sales Email. Distributed to 2100 + subscribers, its an excellent way to talk directly to the wider Wagyu industry.

Each listing can include

- » One large or two smaller images per listing
- » Description/highlights of what you are selling - up to 100-words
- » Sale or auction details (name and date if applicable),
- » contact name, phone number and email for enquiries,
- » link to a website, online catalogue or PDF flyer (if available).

Prices listed are member rates only in AUD and include GST.

Deadline for ad copy/links: 2 pm Thursday prior to listing run date.



STARTER PACKAGE \$300

- » Include up to nine animals per listing. Animals must be registered with the AWA.
- » One (1) week listing

BASIC PACKAGE \$325

- » Online catalogue for 10 animals*
- » One (1) week listing with link to the online catalogue

STANDARD PACKAGE \$375

- » Online catalogue for 10 animals*
- » Standard printable PDF
- » One (1) week listing with link to the online and/or PDF catalogue

SOCIAL PACKAGE \$550

- » Online catalogue for 10 animals*
- » Two (2) week listing with link to the online catalogue
- » One (1) post on the AWA facebook page

PREMIUM PACKAGE \$600

- » Online catalogue for 10 animals*
- » Standard printable PDF
- » Two (2) week listing with link to the online and/or PDF catalogue
- » One (1) post on the AWA facebook page

BOOK ONLINE >>

*** Please note** Additional charges apply for a catalogue with more than 10 lots. **PRICE PER LOT...** Live animals -\$5 per lot, Semen/Embryos - \$15 per lot. Cancellations within 24 hours of the Weekly Sale distribution, will be invoiced in full.

PRINT & DIGITAL MAGAZINE AUSTRALIAN WAGYU UPDATE (magazine)

Published three times a year, the magazine is distributed in print and as a digital magazine. It is the definitive resource of industry news; latest breed research and development, genetic improvement and supply chain management. Reaching a subscriber and member-based audience.

AD RATES

All prices are listed in AUD and includes GST.

	member	non-member
full page	\$971	\$1318
½ page	\$675	\$1065
¼ page	\$532	\$675
inside front cover	\$1318	\$1684
inside back cover	\$1238	\$1597
centre spread	\$2662	\$3328
back cover	\$1684	\$2036

AD SPECIFICATIONS

full page	185 x 259mm
½ page	185 x 129mm
¼ page	92.5 x 129mm
centre spread	390 x 259mm
inside front/back covers	210 x 297mm + 3mm bleed
back cover	210 x 297mm + 3mm bleed



PRINT
ADS

Print distribution *	1,100+
Impressions (per month) *	391+
Ave read time (digital only) *	7.57 mins
Release frequency	quarterly
Published formats	print & digital

*August2020

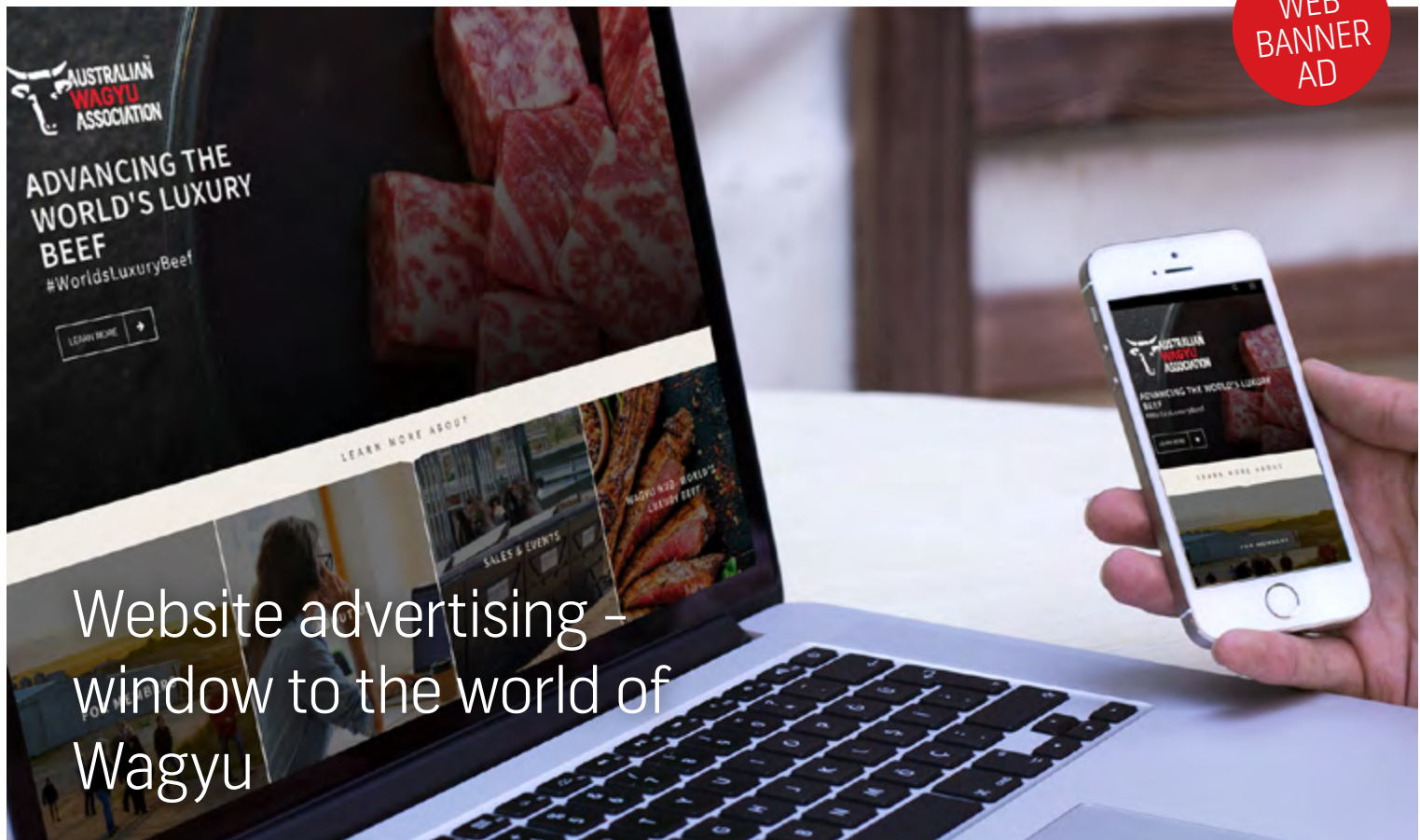
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BOOK ONLINE >>

WEB
BANNER
AD



Website advertising – window to the world of Wagyu

The new look website aims to support, promote and advance the Wagyu industry and streamline how information is presented, making navigation easier across all devices.

Reaching audiences around the world from AWA members, industry pre- and post-farmgate to consumers, the website gives insight into the unique characteristics of the breed, and why it is regarded as the 'World's Luxury Beef'.

Crafted around four key 'sections' (For Members, About Us, Sales & Events, The Wagyu Hub - World's Luxury Beef) the website gives advertisers the opportunity to reach specific audiences visiting the AWA website.

WEB BANNER ADVERTISING CONTENT SECTIONS



AWA HOME PAGE



FOR MEMBERS

Information on breeding, genetics, research and innovation and applications, forms and guides



ABOUT US

Information specific to the AWA including the Board, Governance, staff and trending news



SALES & EVENTS

The latest on the Wagyu Branded Beef Competition, Elite Wagyu Sale, annual conference and AGM, as well as access to media platforms such as the Wagyu Update magazine, eDMs and social media.



WAGYU HUB - WORLD'S LUXURY BEEF

Focused more on the consumer, this section provides information on marbling, market and the breeds history.

WEBSITE BANNER ADVERTISING RATES AND SPECIFICATIONS

With flexible rate options per month or annually; homepage or content specific pages, we will work with you to optimise your advertising to reach the appropriate audience for your business.

All prices are listed in AUD and includes GST.

HOME PAGE

Rotating banner advertisement with a maximum of six positions available.

Member (per month)	\$320
Non-member (per month)	\$365

INTERNAL CONTENT SECTIONS

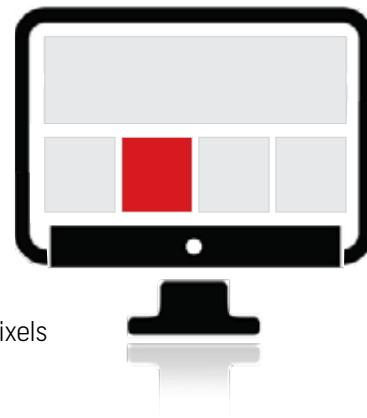
Fixed banner advertisement available in nominated section. Limited to four advertisements per month. Prices listed are based on monthly advertising in one section only.

SECTIONS INCLUDE:

For Members | About Us | Sales & Events | Wagyu Hub

Member (per month)	\$290
Non-member (per month)	\$330

Ask us about annual rates.



SPECIFICATIONS

Dimensions: 250 x 250 pixels

Format: JPEG or GIF

Max file size: 150KB

Remember to supply us with a web address so we can link your ad directly to your nominated website.

Please note: we do not accept .swf or .mp4 files.

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