



# ADVERTISING MEDIA KIT

2023



# / AWA Communication Platforms

AWA members represent all sectors of the Wagyu value chain, with our membership extending beyond Australia.

Over 33% of our membership is located internationally. As a result, we provide an opportunity to advertisers to connect directly to key stakeholders in the domestic and international Wagyu marketplace.

The AWA has several different communication channels that you can use to reach our membership. These include banner adverts in our **monthly email newsletters** (Wagyu Sector Update and Member Update eDMs) or on our **website pages**, or adding a listing to the **Weekly Sales email**.

Advertising in the **Wagyu Quarterly magazine**, published four times a year (print and digital) or within the **annual Elite Wagyu Sale Catalogue**.

## ABOUT THE AWA MEMBERSHIP



## / Online advertising

Reaching audiences around the world from AWA members, industry pre- and post-farm gate 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, Wagyu and Marbling) the website gives advertisers the opportunity to reach specific audiences visiting the AWA website.

**wagyu.org.au** keeps things simple with hassle-free navigation and an easy-to-use interface. It's free of annoying bells and whistles and full of useful resources for the Wagyu sector.

### ONLINE BANNER ADVERTISING

- + Email - Wagyu Sector Update (eDMs)
- + Email - AWA Members Update
- + Website - square banner advert



# / Email banner advertising (eDMs)

## Wagyu Sector Update

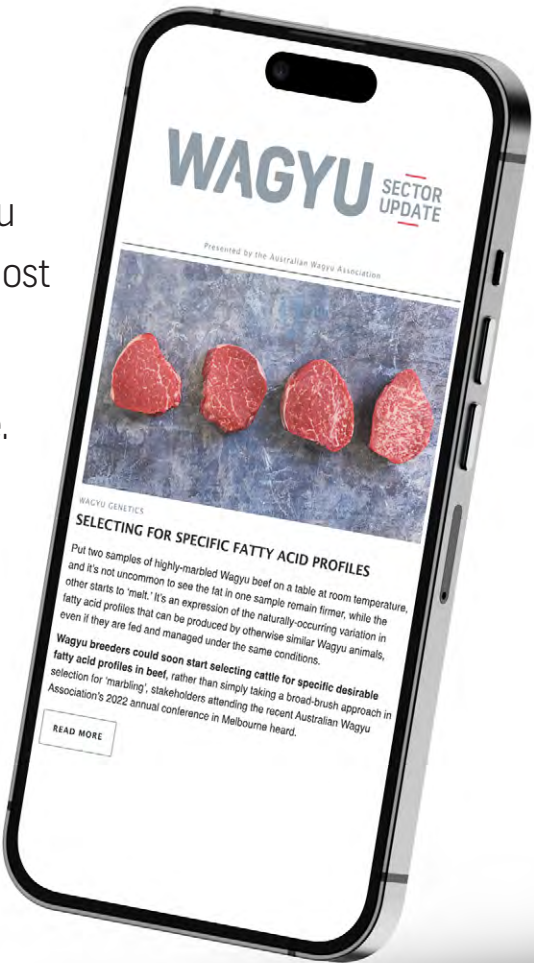
The AWA’s Wagyu Sector Update keeps the Wagyu industry up-to-date each month. It’s full of the most important news affecting the sector.

Published monthly. Four banner adverts per issue.

	AUD	USD
MEDIUM RECTANGLE	\$119.90	\$83.95

### ADVERT SPECIFICATIONS (W)X(H)

Dimension	440 x 520 pixels
Format	JPEG or GIF
Size	250 KB



## AWA Members Update

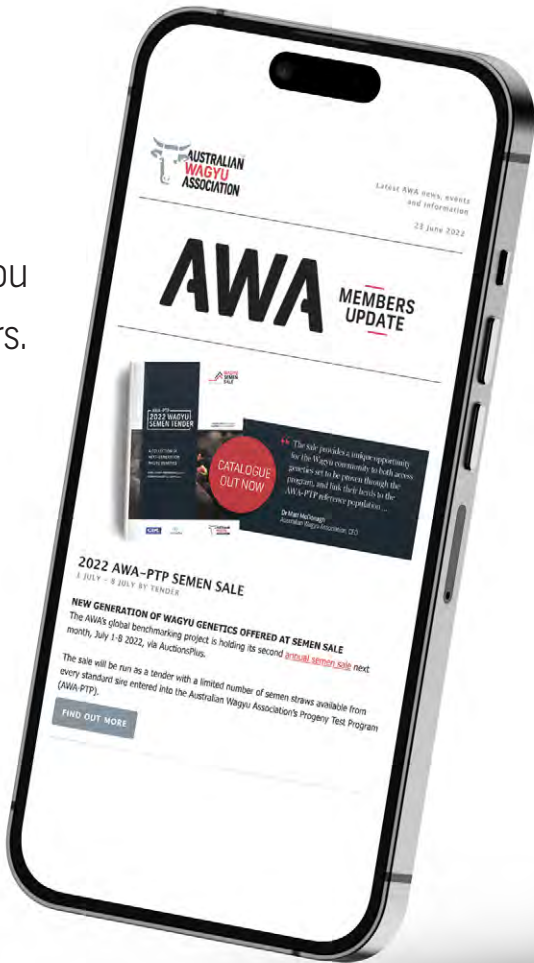
Distributed to only AWA full and associate members, the AWA Members Update is the perfect channel if you need to connect with Wagyu industry decision makers.

Published monthly, only two banner advert positions are available per issue.

	AUD	USD
BANNER STRIP	\$153.45	\$107.40

### ADVERT SPECIFICATIONS (W)X(H)

Dimension	800 x 130 pixels
Format	JPEG or GIF
Size	250 KB



**Audience** +2980 subscribers    **Frequency** 12 times a year    **Format** HTML email

**Audience** +1500 subscribers    **Frequency** 12 times a year    **Format** HTML email

Please supply a URL link with your advert file so we can connect to this advert for users to find more information about you.

# Website banner advertising



## Home page square banner advert

Rotating banner advertisement with a maximum of eight positions available.

	AUD	USD
SQUARE HOME PAGE BANNER per month	\$330.90	\$231.65
HOME PAGE annually (save 16%)	\$3308.85	\$2316.20

## Internal content square banner advert

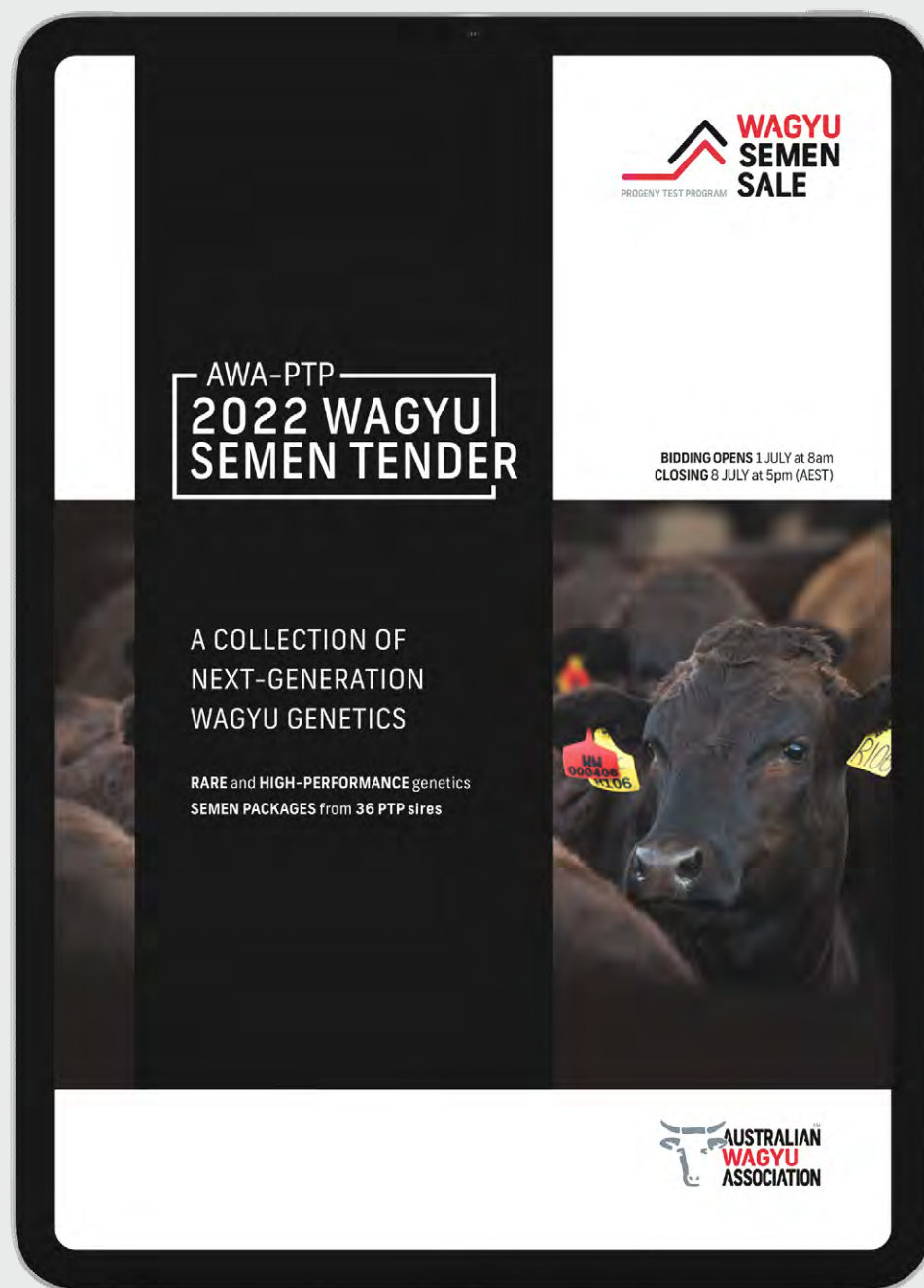
Fixed banner advertisement available in nominated section. Limited to four advertisements per section. Sections include For Members, About Us, Sales & Events and Wagyu & Marbling.

	AUD	USD
SQUARE BANNER per month	\$297.30	\$208.10
annually (save 16%)	\$2973.20	\$2081.25

### ADVERT SPECIFICATIONS (W)X(H)

Dimension	250 x 250 pixels
Format	JPEG or GIF
Size	200 KB

Please supply a URL link with your advert file so we can connect to this advert for users to find more information about you.



# Sales advertising

Expand the reach of your sales catalogue – market your upcoming sale direct to the Wagyu Sector online through AWA's Weekly Sales email published every Tuesday or post your sale on AWA's Wagyu Sales hub. Each sale will have its unique URL featuring your images, sale details and links to your sale catalogues (online or PDF), EBV & Pedigree Catalogue linked the AWA HerdBook and other related material all in one space.

## SALES ADVERTISING

- + Weekly Sales Update – direct email
- + EBV & Pedigree Catalogue – online
- + Database extracts – Excel or PDF
- + Wagyu Sales Hub – AWA website



# Weekly Sales Update direct email

## Weekly Sales update

Advertise your upcoming auction, on-farm sale, animals or property for sale or place a wanted advertisement within our Weekly Sales Update email. Published weekly. Only available to AWA members.

### EACH LISTING CAN INCLUDE

- + Up to 150 words describing what you are advertising
- + Important details (ie: sale name and date etc.)
- + Contact name, phone and email for enquiries
- + One image. Supply your own (dimension 800 px (w) x 450 px (h) or send us your photo and logo and we will resize them for you
- + URL link (website, landing page or send us a PDF flyer and we will link that to your listing)
- + Link to EBV & Pedigree Catalogue, online (or PDF) sales catalogue or Wagyu Sales Hub web page. See following page for details.

### MEMBER RATE

WEEKLY SALES EMAIL per week

### AUD

\$302.10 +GST

### USD

\$211.45

Book no later than five (5) days before you wish your listing to feature in the Weekly Sale update.

### PDF CATALOGUE (DIGITAL)

PDF sale catalogue that can be downloaded from your Weekly Sales listing.

### ONLINE SALES CATALOGUE (ONLINE SALE PLATFORMS)

Sale catalogue created by your chosen sales selling platforms (ie: AuctionsPlus or Elite Livestock Auctions). We can link your Weekly Sales listing to this online sales catalogue. At the time of booking your Weekly Sales listing, please supply the sale catalogue web address.



**Audience** +2980 subscribers  
**Frequency** up to 50 times a year  
**Format** HTML email

# EBV & Pedigree Catalogue (online)

## Online catalogue (AWA Herdbook)

Includes all lots listed in your sale. Every lot will be linked to the AWA database displaying ALL the latest animal EBV & pedigree information.

We will provide you with a unique website link (URL) + list the sale on the AWA website. Contact the AWA to organise this listing.

### MEMBER RATE

ONLINE SALE CATALOGUE LISTING FEE  
per LIVE LOT  
per EMBRYO/SEMEN LOT

### AUD

\$28.20 +GST  
\$10.05 +GST  
\$15.10 +GST

### USD

\$19.75  
\$7.05  
\$10.55

### DISPLAY IMAGE OR LOGO

\$6.65 +GST  
\$4.65

### DATABASE extract (.csv file)

\$5.55 +GST  
\$3.90

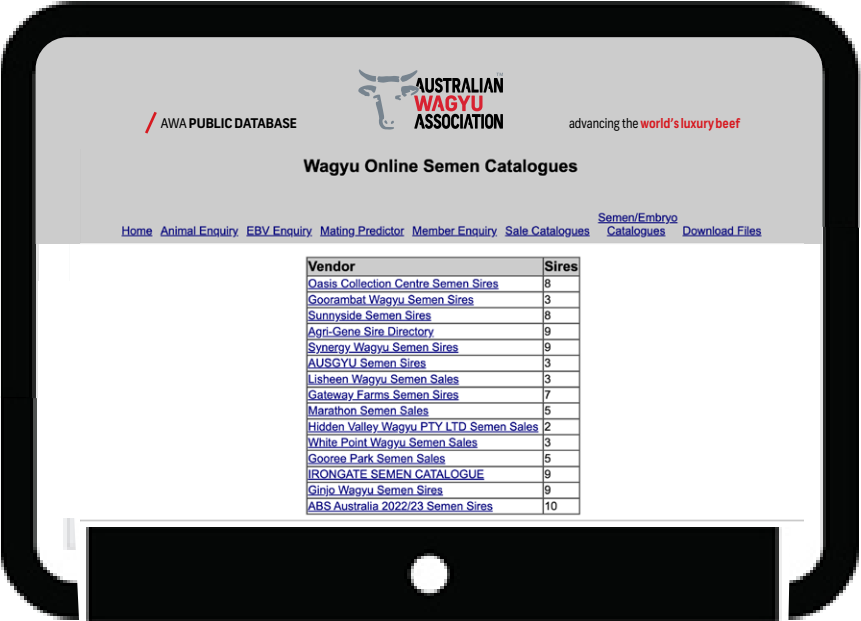
### DATABASE extract (PDF file)

\$7.75 +GST  
\$5.40

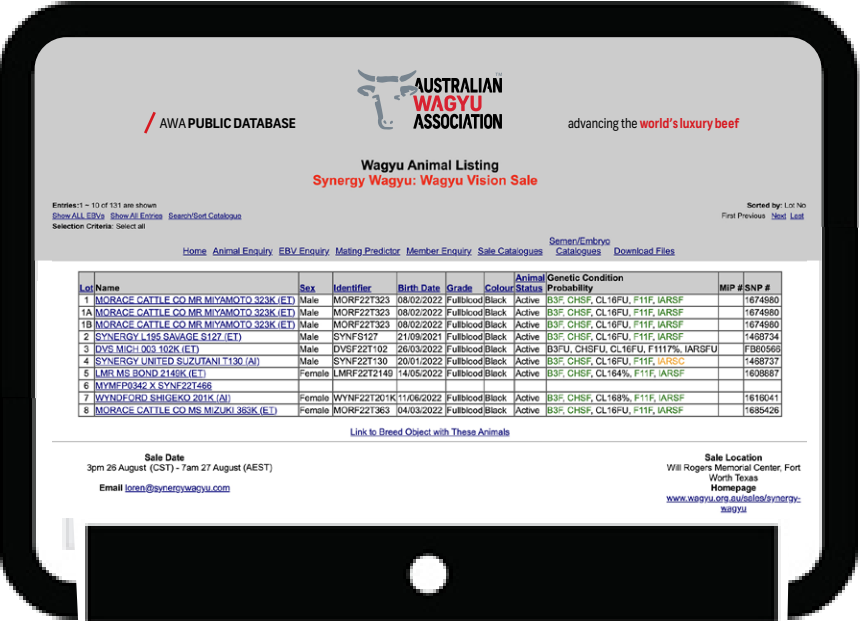


Need your Sales Catalogue designed?  
Get in touch with us for information

### HERDBOOK LANDING PAGE



### YOUR ONLINE CATALOGUE



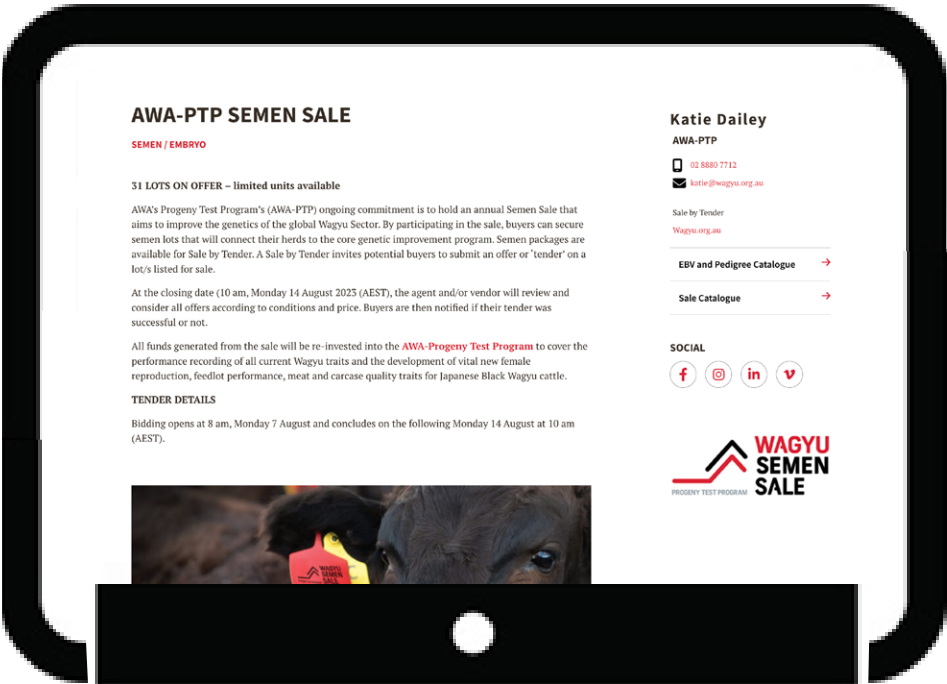


# Wagyu Sales hub AWA website

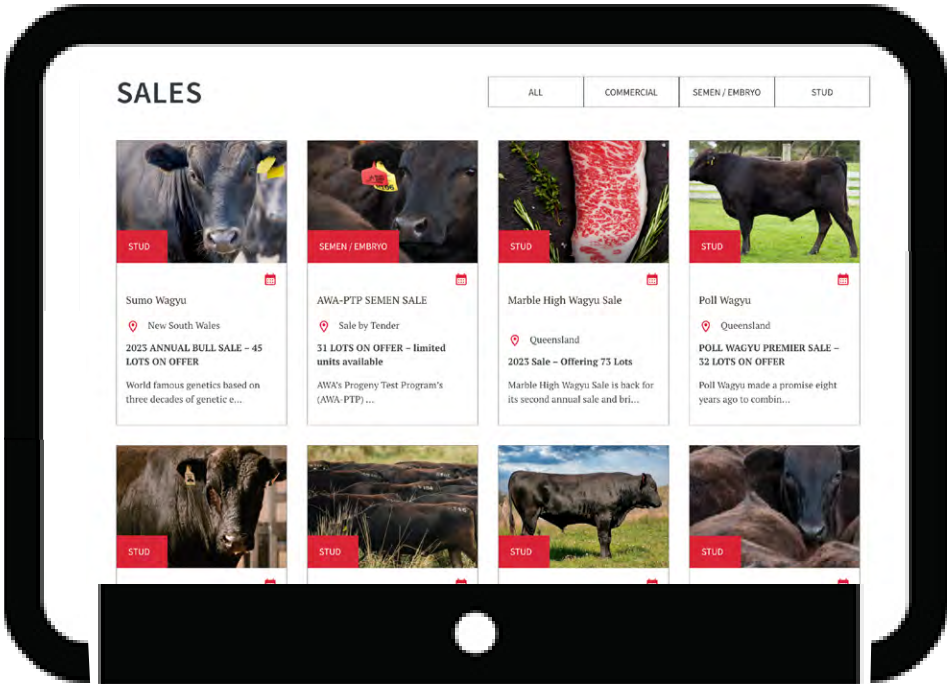
Advertise your upcoming sale on the Wagyu Sales Hub. Hosted on the AWA's website, we'll create a web page exclusively about your sale including a summary of the sale, images, links to your catalogue/s (online and PDF), your contact details and social profiles.

In addition, your sale will feature on the Wagyu Sales Hub web page (right).

YOUR SALES PAGE



WAGYU SALES HUB - WEB PAGE



**MEMBER RATE**

WAGYU SALES HUB LISTING per week

**AUD**

\$108 +GST

**USD**

\$75.60



Chat to us about package deals we can offer you to support your upcoming sale.

# / Australian Quarterly Update magazine (digital and hard copy)

## 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





## Wagyu Quarterly Update magazine

The magazine is published four times a year and is the definitive resource of industry news about the latest breed research and development, genetic improvement and supply chain management.

Reaching a subscriber and member-based audience in print and as a digital magazine.

	AUD	USD
FULL PAGE	\$1007.05	\$704.95
HALF PAGE	\$695.35	\$486.75
STRIP AD	\$551.50	\$386.05
INSIDE FRONT	\$1318.75	\$923.10
INSIDE BACK	\$1246.80	\$872.75
OUTSIDE BACK	\$1702.40	\$1191.70

Copies printed	1,500+
Release frequency	Seasonally, four times per year
Published formats	print & digital

# Quarterly Wagyu Update magazine

### PRODUCTION SCHEDULE

#### SUMMER 2024 - issue 86

**Booking deadline** 23 November 2023  
**Material deadline** 30 November 2023

#### AUTUMN 2024 - issue 87

**Booking deadline** 19 February 2024  
**Material deadline** 26 February 2024

#### WINTER 2024 - issue 88

**Booking deadline** 24 May 2024  
**Material deadline** 31 May 2024

#### SPRING 2024 - issue 89

**Booking deadline** 23 August 2024  
**Material deadline** 30 August 2024

### ADVERT SPECIFICATIONS (W)X(H)

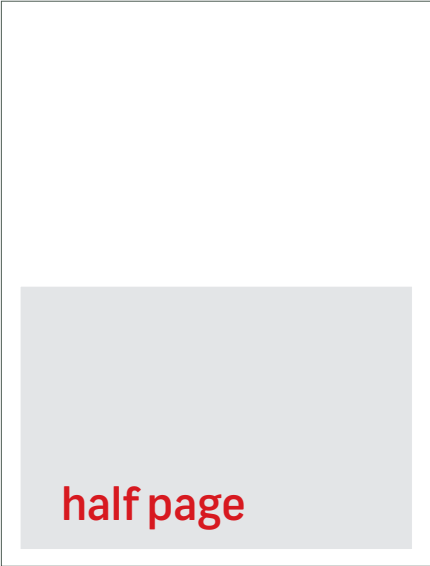
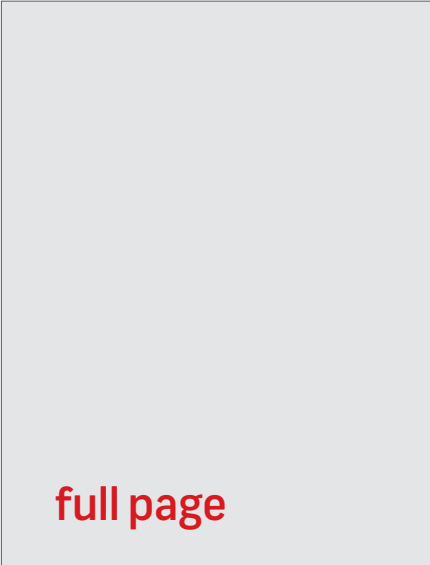
FULL PAGE	210 mm x 297 mm	+ 3 mm bleed
HALF PAGE	185 mm x 129 mm	(no bleed)
STRIP AD	185 mm x 64 mm	(no bleed)
INSIDE FRONT	210 mm x 297 mm	+ 3 mm bleed
INSIDE BACK	210 mm x 297 mm	+ 3 mm bleed
OUTSIDE BACK	210 mm x 297 mm	+ 3 mm bleed

### 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.

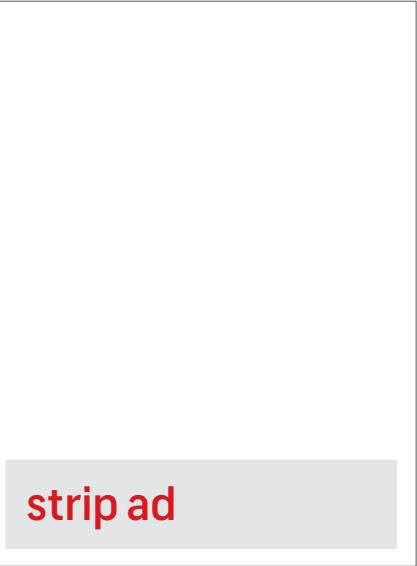
Design services and re-sizing of advertisements are not included within these rates and will be subject to additional charges.



### AD SPECS

- + 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, Photoshop, Illustrator will not be accepted.







## TERMS AND 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.

## / Who to Contact

### Emily Rabone

AWA Marketing and Communications Manager

 0437 388 481

 [emily@wagyu.org.au](mailto:emily@wagyu.org.au)

### Eleanor McNaught

AWA Communications Officer

 [eleanor@wagyu.org.au](mailto:eleanor@wagyu.org.au)

 [communications@wagyu.org.au](mailto:communications@wagyu.org.au)

### Heather Frazier


AWA Design & Communications

 0432 949 764


 [heather@wagyu.org.au](mailto:heather@wagyu.org.au)



Suite 6, 146 Marsh St,  
ARMIDALE NSW AUSTRALIA 2350

 +61 (0) 2 8880 7700

 [office@wagyu.org.au](mailto:office@wagyu.org.au)

 [www.wagyu.org.au](http://www.wagyu.org.au)

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