



Red Angus Society of Australia Inc, ABRI, UNE ARMIDALE NSW 2351
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2021 RED ANGUS MAGAZINE

The Red Angus magazine has become a flagship publication and promotion tool for our breed since we produced our first edition back in 2001. With the great support from you the members we can take pride in the fact that the wider industry considers the Red Angus magazine one of the better breed society annual publications available.

On the attached advertising price page, you will find some new exciting advertising deals that will help to further promote your business throughout Australia and the world.

The magazine is the major promotion tool we produce each year and every enquiry for the breed is sent a magazine. This is your opportunity to be involved. The magazine will focus again on commercial Red Angus success as well as the success of the breed in the last twelve months.

If there was ever a time to consider advertising, you own a Red Angus stud the time is now! The unprecedented demand and success of the breed in the last few years has seen enquiry and sales at a level the breed has never seen before. It is far easier to keep momentum than to generate it so jump on board and make this annual the best ever.

The 2021 edition will be printed in a Portrait format.

Due to printing deadlines, the booking and print ready deadlines must be adhered to.

Advertisement bookings due Friday 23rd of October 2020

Print ready advertisements due Monday 2nd of November 2020

2021 Red Angus Magazine Booking Sheet

Advert Size and Dimension (width x height mm)								
Page Sizes	Full Page (297 x 210)	Half Page (Portrait) (105 x 297)	Half Page (Landscape) (148 x 210)	Third Page (Portrait) (85 x 185)	Third Page (Landscape) (175 x 90)	Quarter Page (130 x 90)	Sixth Page (85 x 90)	Members Listing -Seven Lines
Society Website Revolving Logo Advertisement	6 months	3 months	3 months	3months	3 months	3 months		
Promotional Material at Red Angus Feature Shows	1 Item							
Cost Inc. GST	\$660	\$495	\$495	\$385	\$385	\$330	\$220	\$110

*Requests for right hand side full page adverts in the first quarter of the magazine will be charged a 5% premium booking.

Placements are subject to page availability.

ADVERTISERS DETAILS

Herd ID: Prefix:

Company/Name:.....

Contact Person:.....

Phone:..... Mobile:.....

Email:.....

Special Requirements e.g. double page spread etc.:

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I will supply my advert print ready:.....

Signed:..... Date:.....

Any person booking two pages will be given 12 months free on the Society website revolving Logo Advertisement.

If you wish to book an advertisement by email, simply write the size of the advertisement that you require in the email message and return it to the Red Angus Society email address red.angus@abri.une.edu.au

An email will be taken as acceptance of the advertising rates and booking.

Special requests will be catered for on the basis of the booking. Members booking early will be looked at first in regard to special requests.