

TARGET NEW ZEALAND'S BEEF SECTOR HEAD ON.



angusnz.com

ANGUS
NEW ZEALAND

Angus New Zealand has invested heavily over the years in developing a range of effective communication channels within the New Zealand sheep and beef sector for its members.

From a comprehensive website, high quality publications, trackable digital emails and high performing social platforms, there are a wide range of marketing opportunities that can meet your business needs.

Don't hesitate to get in touch with us today to discuss the best option to target potential clients for your stud, service or business.

GENERAL ENQUIRIES

Jane Allan

General Manager

P: 06 323 4484

M: 027 593 0377

E: office@angusnz.com

ADVERTISING ENQUIRIES

Adele Gray

Pivot Design

P: 06 323 0864

E: adele@pivotdesign.co.nz

W: pivotdesign.co.nz

ANGUS NEW ZEALAND
IT TAKES GREAT BALANCE
TO DELIVER GREAT RESULTS.





MAGAZINE

The Angus magazine is a long established publication with a reputation for quality reading and presentation.

With two editions a year (Autumn and Spring), this publication offers you an ideal channel to reach a targeted farming audience as well as associated industry organisations.

AUTUMN EDITION KEY PUBLICATION DATES:

Advert Booking Deadline:
20 December 2024

Advert Supply Deadline:
24 January 2025

Print Release:
7 April 2025



SPRING EDITION KEY PUBLICATION DATES:

Advert Booking Deadline:
27 June 2025

Advert Supply Deadline:
4 July 2025

Print Release:
8 August 2025

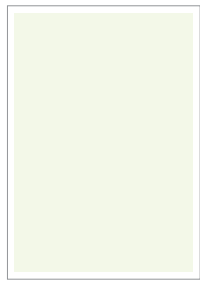


For bookings, enquiries and design please contact:

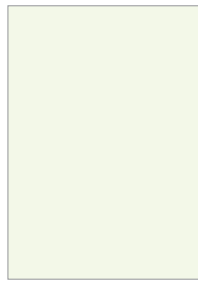
Adele Gray (Pivot Design) **E:** adele@pivotdesign.co.nz **P:** 06 323 0864

BOOK NOW

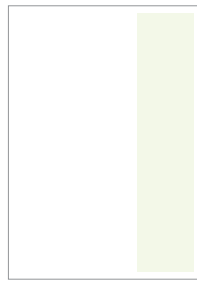
MAGAZINE ADVERT SPECIFICATIONS



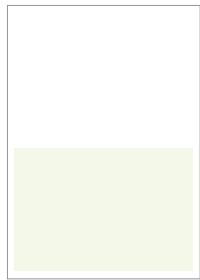
**FULL PAGE
C1**
182mm x 267mm



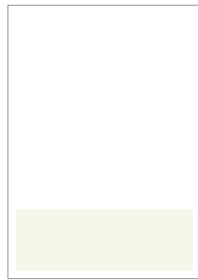
**FULL PAGE
BLEED
C2**
210mm x 297mm
+ 5mm bleed



**HALF PAGE
VERTICAL
C3**
88mm x 267mm



**HALF PAGE
HORIZONTAL
C4**
182mm x 130mm



**QUARTER PAGE
HORIZONTAL
C5**
182mm x 65mm



**QUARTER PAGE
VERTICAL
C6**
88mm x 130mm

REQUIREMENTS:

Advertisements must be provided 'placement ready' in digital form to printing specifications:

- This includes images above 300dpi, CMYK, 100% Black on text, fonts embedded or converted to paths and cover plus full size adverts - add 5mm bleed (220mm w x 307mm h).
- We don't accept spot colours, RGB and 72dpi files.

ADDITIONAL CHARGES:

If layout or additional preparation work is required additional to supplied print ready PDF, extra charges will be incurred

PIVOT DESIGN OPTION:

Pivot Design can design your advert upon request (design time charges will apply). Copy can be emailed through as WORD Document, TIFF, JPEG and EPS files with a brief on how you would like your advert to look.

Email to: adele@pivotdesign.co.nz

AUTUMN MAGAZINE 2025

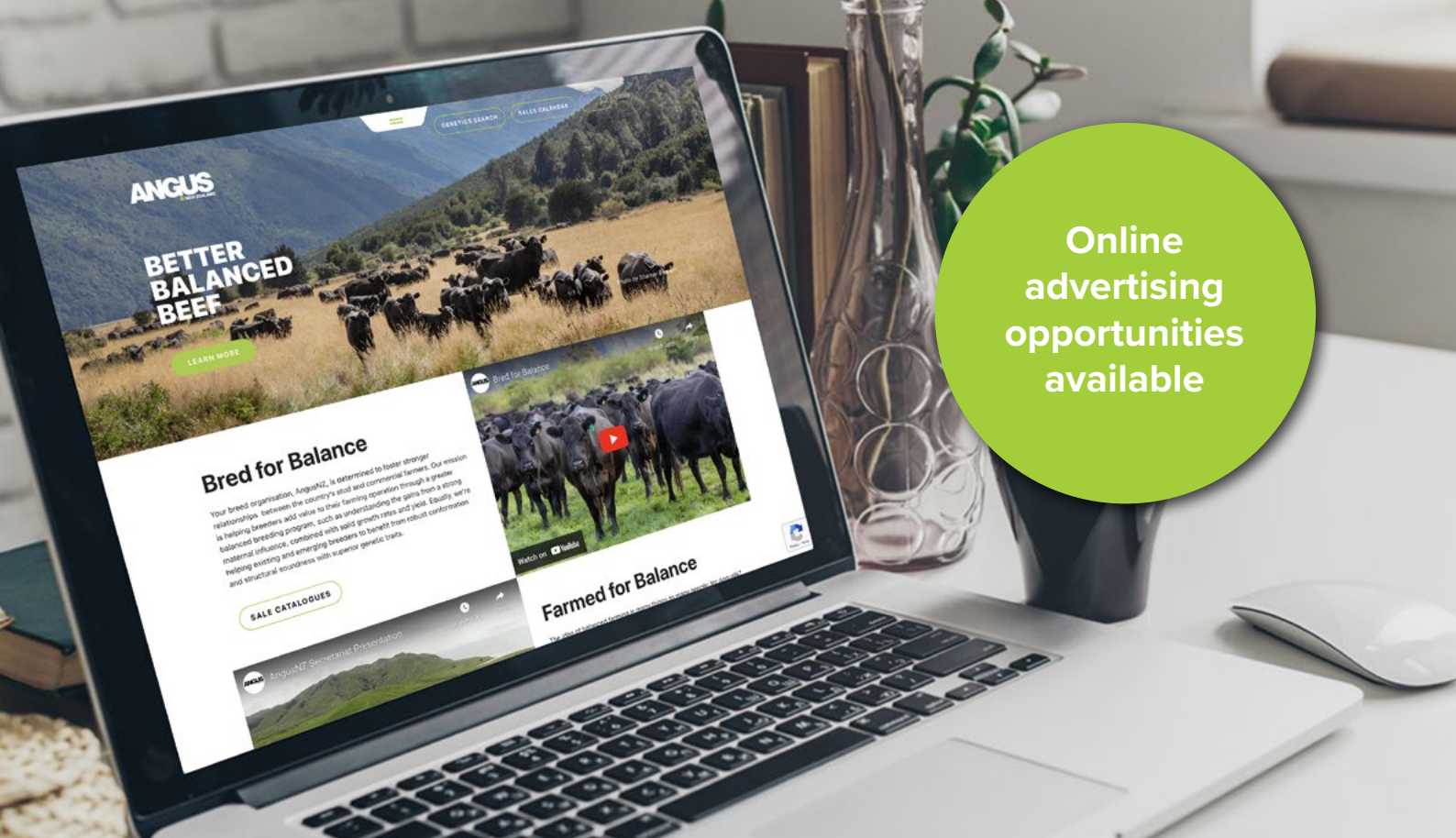
CODE	ADVERT POSITION	DIMENSIONS	TEXT IMAGE AREA	COLOUR
C1/C2	Inside Back Cover	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	Tendered
C1/C2	Back Cover	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	Tendered
C1/C2	Upfront Right Hand Pages – Colour (pg 1, 2 & 3)	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	Tendered
C1/C2	Full Page	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	\$1480
C3	Half Page – Vertical	88mm w x 267mm d	88mm w x 267mm d	\$1000
C4	Half Page – Horizontal	182mm w x 130mm d	182mm w x 130mm d	\$930
C5	Quarter Page – Horizontal	182m w x 65mm d	182mm w x 65mm d	\$660
C6	Quarter Page – Vertical	88m w x 130mm d	88mm w x 130mm d	\$630

All prices exclusive gst

SPRING MAGAZINE 2025

CODE	ADVERT POSITION	DIMENSIONS	TEXT IMAGE AREA	COLOUR
C1/C2	Inside Front Cover	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	Tendered
C1/C2	Inside Back Cover	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	Tendered
C1/C2	Back Cover	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	Tendered
C1/C2	Upfront Right Hand Pages – Colour (pg 1 & 3)	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	\$1500
C1/C2	Full Page	210mm w x 297mm d + 5mm bleed	182mm w x 267mm d	\$1100
C4	Half Page – Horizontal	182mm w x 130mm d	182mm w x 130mm d	\$750
C5	Quarter Page – Horizontal	182m w x 65mm d	182mm w x 65mm d	\$530
C6	Quarter Page – Vertical	88m w x 130mm d	88mm w x 130mm d	\$500

All prices exclusive gst



WEBSITE

angusnz.com 

Home Page: Premium Billboard

600px wide x 428 px high
(JPG, PNG or GIF)

- 2,720 average daily views. Increases to 13,800+ average during peak period.
- 1 minute average page engagement time.

\$300/wk or \$650/wk (during *peak period)

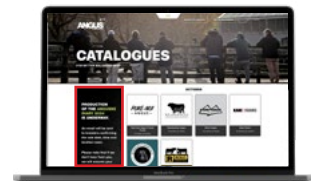


Bull Sale Catalogues Page

300px wide x 1000 px high

- 150 average daily views. Increases to 5,000+ average during peak period.
- 1 minute 27 seconds average page engagement time.

\$250/wk or \$585/wk (during *peak period)



Bull Sale Results Page

1120px wide x 144px high

- 130 average daily views. Increases to 3,500+ average during peak period.
- 2 minutes 14 seconds average page engagement time.

\$250/wk or \$585/wk (during *peak period)



Events Page (Calendar)

1120px wide x 144px high

- 90 average monthly views. Increases to 1,300+ average during peak period.
- 1 minute average page engagement time.

\$200/wk or \$450/wk (during *peak period)



Report provided at completion of your ad campaign period.

All prices are GST exclusive. Graphics must be supplied as pdf, jpeg or png. Design services are available.

*peak period - May - June and August - September.

Additional
digital
marketing
options

February 2022

AngusNZ has a lot to be proud of, from a rich heritage to genetic performance and a premium end product. It's all about helping to create greater demand and awareness of Angus genetics. It's an exciting time for AngusNZ and this year we're on a journey to build long-term, meaningful connections which not only support our members but grow and support organisations that are connected to us.

Summed up, our job is "Angus Beef Genetics Service Facilitator" and our promise is "Better Balanced Beef".

From maintaining pedigree records of New Zealand's (and the world's) finest beef breed, to marketing top quality AngusPure beef to the world, the AngusNZ Association supports Angus stud breeders in their efforts to ensure the very best genetics are available to commercial farmers and – further along the chain – to meat processors, marketers and, ultimately, to consumers. As part of this we're excited to share the first in a series of promotional videos.

2022 Marketing Campaign
Meet Angus

NEWSLETTER

Our 'Beef Brief' digital newsletter offers you the ability to advertise with a highly engaged audience, and include a direct link through to your own website.

BEEF BRIEF ENEWS

1200px wide x 630px high

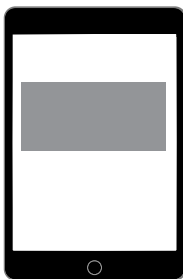
Current distribution: 1400

Quarterly email newsletter with two additional issues around 2 year old bull sale period.

Strong open rate of over 60%.

Campaign report provided to show click through rate.

\$350/campaign (includes CTR report)



CUSTOMISED BULK MAIL

Have a fully customised email designed for your stud and sent directly to the AngusNZ database. We also offer the option to resend to unopened recipients, 2 days post campaign push to ensure this is a highly targeted marketing tool.

\$105/hr (to design email)

\$500 (entire database usage)

\$300 (members database)

\$55 (resend to unopen recipients)

\$55 (open and click rate report)

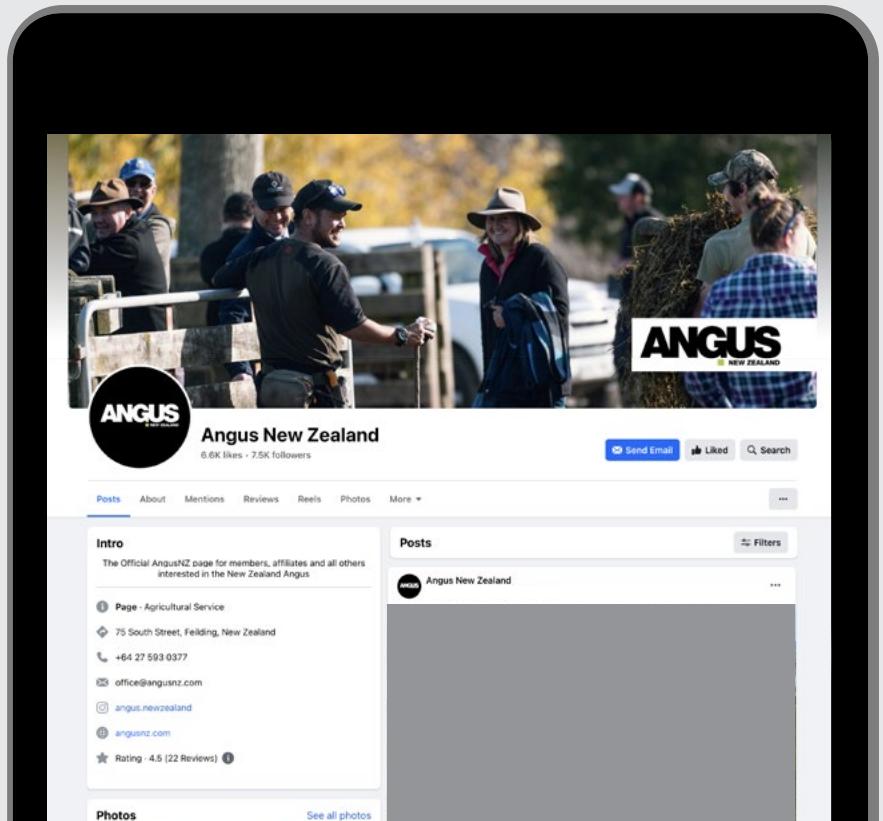


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BOOK NOW

Only
available
to AngusNZ
members



SOCIAL MEDIA

With currently over 7.5k followers our Facebook page is a great way to advertise to an interested and engaged audience.

As part of your membership all studs will be joint listed in the week and day leading up to their sale. In addition, they will receive an individualised sale result listing after their sale.

Members' posts can also be shared for free outside of the peak periods of May - June and August - September.

To ensure a more fair and equitable way to manage members own bull sale posts during the peak periods of May - June and August - September we are now offering the following:

FACEBOOK BULL SALE ADVERTISING

1200px wide

If you want to advertise your sale within the peak period then the following option applies:

- one organic post leading up to sale.

\$200/campaign

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BOOK NOW

PACKAGE DEAL



DIGITAL ADVERTISING

Book adverts in the AngusNZ Autumn & Spring Magazines and receive **SEVEN DAYS FREE** digital advertising space on the AngusNZ website.

AngusNZ offers a range of advertising options on key pages throughout the year with a peak period of May - June and August - September.

[BOOK NOW](#)