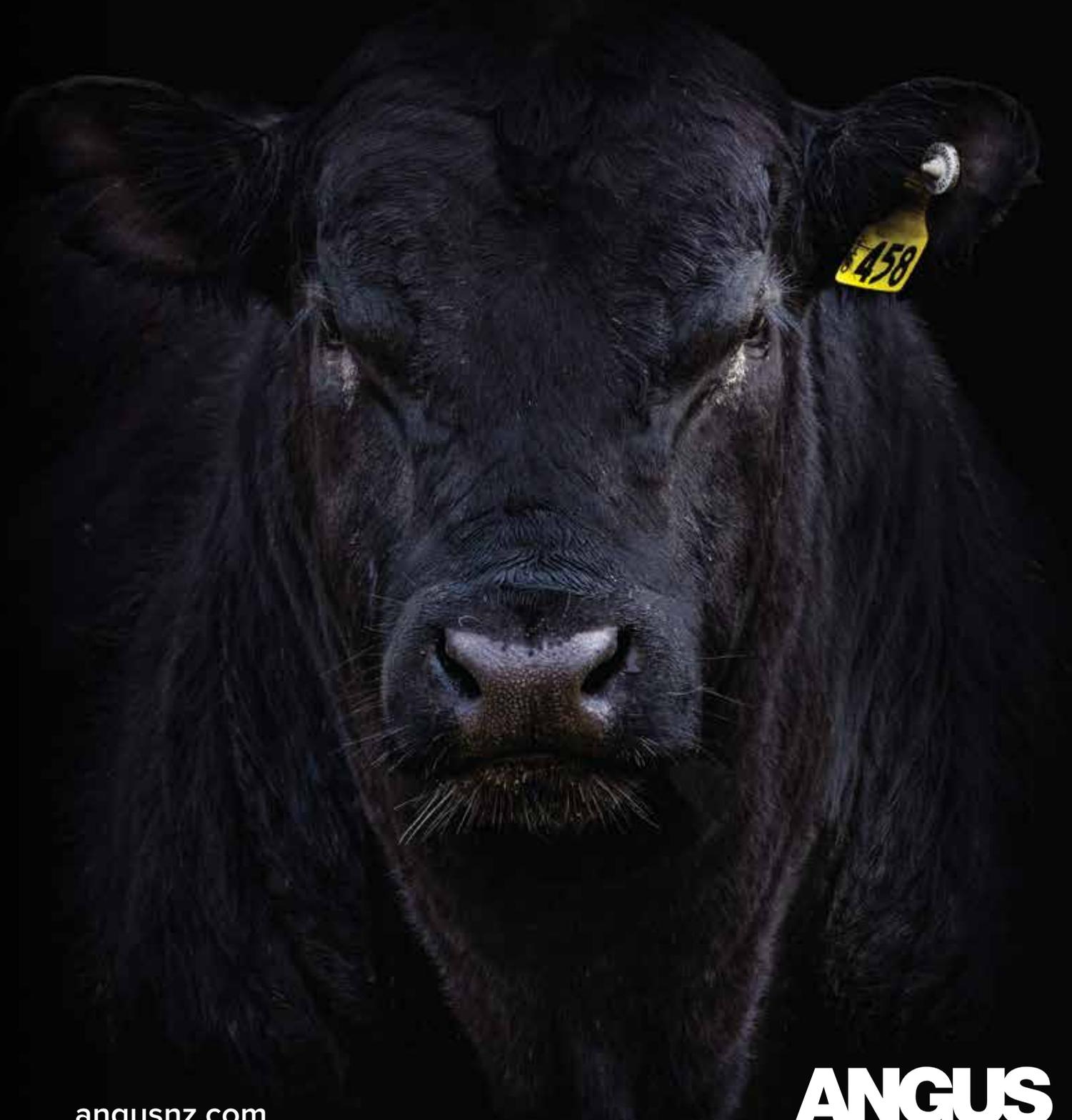


MARKETING YOUR BULLS IN 2026

EXCLUSIVE MEMBER ONLY OFFERS



angusnz.com

ANGUS
NEW ZEALAND



With your support Angus NZ has been able to invest heavily over the years in developing a range of communication channels to help effectively market your bulls this coming season.

From a comprehensive website, high quality publications, trackable digital emails and high performing social platforms, Angus NZ is now able to offer a comprehensive range of proven channels that specifically reach an audience with a direct interest in Angus cattle.

So instead of taking a broad, scattergun approach to your bull sale advertising this season, consider being more targeted by using some of the following channels to more effectively market your stud.

GENERAL ENQUIRIES

Jane Allan

General Manager

P: 06 323 4484

M: 027 593 0377

E: office@angusnz.com

MARKETING ENQUIRIES

Anna Emmerson

Marketing Manager

P: 021 247 3302

E: marketing@angusnz.com

ADVERTISING ENQUIRIES

Adele Gray

Pivot Design

P: 06 323 0864

E: adele@pivotdesign.co.nz

pivotdesign.co.nz



***Please note: all prices displayed in the following are exclusive of GST.**



Where to start

When it comes to working out the best way to market your bulls there are two key things you need to consider first:

1. Define a Highly Specific Target Audience

Generic labels like “beef farmers” don’t help you stand out. Instead, be precise. Think:

- **Geography:** Which regions or provinces do most of your clients come from (or which ones you’d like to)
- **Property attributes:** Are they on high-rainfall hill country, dry east coast flats, or mixed terrain?
- **Breeding goals:** Are they focused on maternal traits, growth, carcass quality, flush programmes, low input systems, etc.?
- **Scale & structure:** Do they run small herds, commercial large-scale operations, niche premium producers, or dairy finishing?

For example:

“Premium beef producers on South Island high-country stations seeking bulls with proven maternal temperament, carcass merit that don’t break down.”

or

“Mid-Canterbury commercial breeders wanting low-input bulls that still deliver strong growth on feed-scarce country.”

Narrowing your audience will make your messaging and outreach far more effective.

It will also help you to define which marketing channels are best to use moving forward - saving you considerable time and money.

2. Articulate Your Point of Difference (Know your Why)

“Good temperament” and “commercially run” are baseline expectations — everyone claims them. Dig deeper. Ask:

- **Relationship & service:** Do you offer personalised support, follow-ups, co-planning, transport assistance, or on-farm visits?
- **Experience & track record:** How long have you been in the industry? What results have your bulls achieved (e.g. carcass weight, progeny performance, longevity)?
- **Genetic investment & programme:** Do you invest in progeny testing, AI, genomic tools, or unique bloodlines?
- **Environmental & location advantage:** Does your farm face climatic challenges (e.g. drought, altitude, wind) that mean your bulls are tougher or more resilient?
- **Client validation:** Ask your best clients why they bought from you and what they appreciated — use those phrases in your messaging.

Frame it from their perspective:

“Are you looking for a breeder that is transparent and easy to work with – with no lofty promises? Our East Coast location ensures our bulls deliver strong growth on feed-scarce country.”

or ideally have it come direct from them as a testimonial

“I have found <your stud> great to work with. There’s no lofty promises! They’re also backed by decades of breeding results under the same climate I farm in. <Client name>”

Once you’ve clearly defined who you are speaking to and why they should pick you, everything else becomes easier:

- **Messaging & copy:** All your ads, website, brochures, and social posts should speak directly to that one defined audience, using their language (e.g. “running steep east coast pasture,” “low-input systems,” “maternal longevity,” etc.).
- **Channel selection:** Choose channels where that audience is — Angus NZ magazine, Angus NZ social channels, local field days, provincial agricultural groups, Facebook groups for breeders in your area, TradeMe, Google etc.
- **Content approach:** Share case studies, client testimonials, progeny results, climatic or terrain challenge stories — demonstrate how your difference plays out in their reality. Recommend a story for Angus NZ magazine that highlights this (free marketing!!)
- **Refinement feedback loop:** When clients buy, ask them why. When prospects pass, ask why. Use those insights to refine both your target audience description and your point of difference.
- **REMEMBER** - marketing is NOT just about the three weeks before the sale or sending out a catalogue... it is about what you do year round. Engage with your current clients more regularly. It is a lot easier, *and cheaper*, to retain clients than attract new ones!

Marketing Plan

Plan for success

1 hour free

Preferential hourly rate

Free **\$130***

* Anna's standard hourly rate is \$180.00. Preferential discounted rate only applies to Angus NZ members and will be invoiced direct from Angus NZ.



Introducing Anna Emmerson — New Marketing & Breeder Support at Angus NZ

As of 2025, Angus NZ has enhanced our support for breeders by welcoming **Anna Emmerson** to the team. Anna brings extensive experience in the design and marketing space, with a particular strength in rural and agricultural sectors.

Over the years, she has worked with clients such as Silver Fern Farms, Healthy Cow, Beef + Lamb NZ, the Johnes Research Consortium, Vet Life, Palmer Resources, and Heartland Chips. She also carries first-hand stud breeding insight – having grown up on one of New Zealand's leading Romney studs – and now runs a Merino stud in the Lindis Pass in partnership with her husband's family.

Anna's primary responsibility is to lead Angus NZ's marketing and communications efforts. But her role also extends to supporting you, our breeders. To that end we're offering:

- **One free hour of consultation** to each breeder. During this session, Anna can help you:
 - Clarify your point of difference
 - Define your target audience
 - Recommend key messaging and marketing channels

- **Deep-dive planning support at a preferential rate**, including services such as:
 - Website development or refresh
 - Social media strategy
 - Newsletter & email marketing
 - Direct mail / targeted outreach
 - Advertising campaigns

She is flexible in how she works – whether that's doing design herself or collaborating with Pivot Design or your preferred designer to deliver results that help your stud stand out.

We're privileged to have someone of Anna's experience and passion on board. We strongly encourage you to take advantage of this support.

If you choose to do so though please ensure that you book early to secure your time as limited spots will be available in the lead up to bull season.

Contact:

Anna Emmerson

tel. 021 247 3302

email. marketing@angusnz.com



The go-to platform for all things Angus.

Users: **24.7k** Page views: **115k**

In the lead up and during the sale seasons our website sees a dramatic increase in visitors looking to access the events page, sale results and bull data – **making it the ideal place to advertise.**

SELECT FROM THE FOLLOWING **FOUR** OPTIONS. **BOOK EARLY AS SPOTS CLOSE FAST.**

Please note: The Angus NZ website is going through a redevelopment in 2026 and the specs below are subject to change.



HOME PAGE

Premium Billboard

- 39,402 views over year.
- 16,570+ daily views during peak period.
- Over 1 min average page engagement time.

\$350/wk Standard
\$700/wk Peak period*

600 x 428 px
(width x height)



BULL SALE RESULTS

Leaderboard

- 4,604 views over year.
- 3,500+ during peak period.
- 1 min 50 secs average page engagement time.

\$250/wk Standard
\$560/wk Peak period

1120 x 144 px
(width x height)



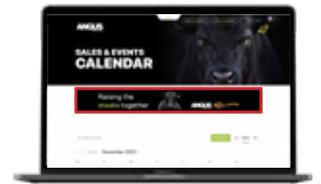
CATALOGUES PAGE

Half Page

- 7,750 views over year.
- 5,300+ during peak period.
- 1 min 20 sec average page engagement time.

\$270/wk Standard
\$585/wk Peak period*

300 x 1000 px
(width x height)



EVENTS PAGE

Leaderboard

- 14,310 views over year.
- 7,768+ during peak period.
- Over 1 min average page engagement time.

\$270/wk Standard
\$585/wk Peak period*

1120 x 144 px
(width x height)

Either supply your own JPG, PNG or GIF file or talk to Pivot Design and they can easily assist you.

Report provided at completion of your ad campaign period.

All prices are GST exclusive.

*Peak period is May - June and August - September.

Digital Marketing

Facebook continues to perform

Followers:

8.3k

Reach:

727.5k

We have invested heavily in our social media platforms over the years and we have been rewarded with incredibly high engagement numbers and success. Video see stronger performance results than static posts.



FACEBOOK/ INSTAGRAM

BULL SALE ANNOUNCEMENTS



During the peak periods of May – June and August – September you will receive for **FREE** a joint listing in the week and day leading up to your sale. Following your sale there will be a **FREE** individualised sale result listing as well.

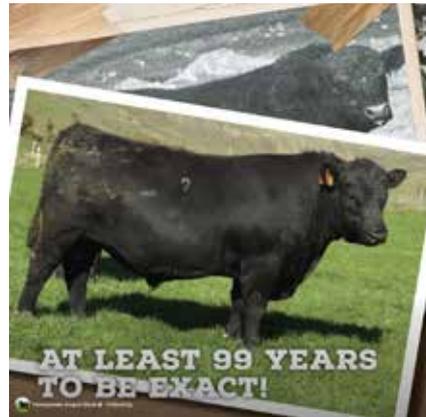
Please note: As a member your own posts will only be shared for FREE outside of the peak periods.

FREE

1080 x 1080 px (width x height)

FACEBOOK/ INSTAGRAM/ DISPLAY

STATIC OR ANIMATED AD



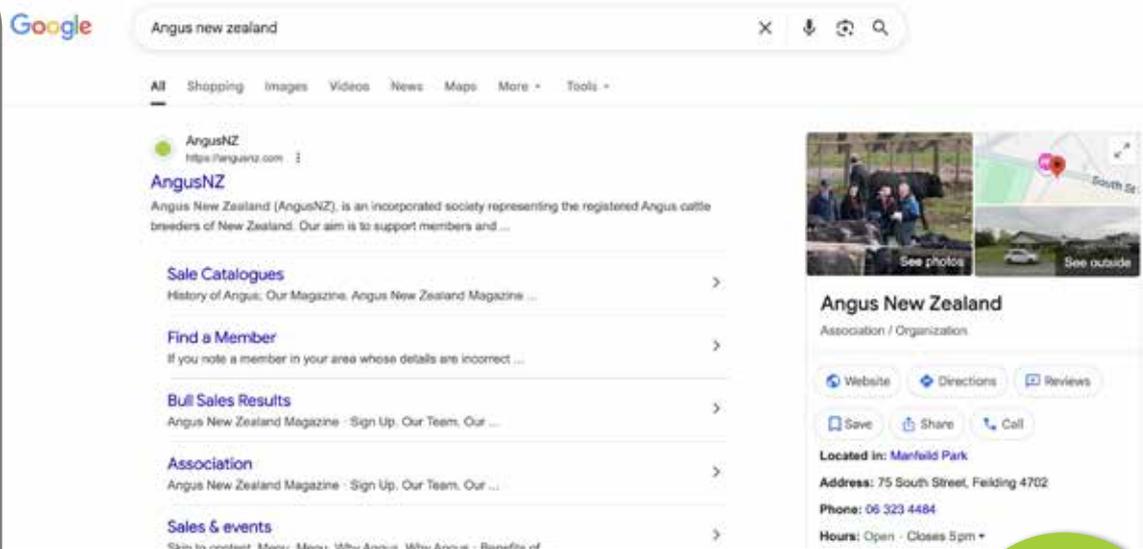
You can advertise on the Angus NZ Facebook page during the Peak Period with a static or animated (gif) post which can also be used elsewhere.

Pivot Design is able to assist with the design of these adverts if you wish or you can supply direct with the text you wish to accompany the ad and URL that you wish to link to if applicable.

\$250/ad

1080 x 1080 px (width x height)

Graphics must be supplied as jpeg, png or gif with accompanying text in Word or email. Design services are available at an additional charge.



FACEBOOK/ INSTAGRAM/ YOUTUBE

SOCIAL MEDIA REEL/ VIDEO

This high performing vertical format (9 x 16) ad achieved exceptional results in 2025 and is an easy, dynamic way to highlight your top three bulls. It includes a video, complete with your logo, sale date, and time for maximum visibility.

Supply your own footage (MPG, MPEG-4 or AVI) or contact us to organise. We will edit and produce the reel and load it to Facebook Instagram and YouTube for you.

Videographer booking: **By 30 January 2026**

Filming: **4 weeks before sale day**

Video copy: **3 weeks before sale date**

Live Reel uploaded: **1 week before sale**

\$575/ reel*

**Editing and placement only. Excludes filming. Videographer bookings can be made directly through Pivot Design.*

GOOGLE

GOOGLE SEARCH

Google Search ads appear to users who have shown direct intent by typing keywords into the search engine. These text-based ads appear at the top or bottom of Google search results pages.

It is an ideal way to target people actively looking for 'Angus Bulls' and to drive website traffic.

We can set up your Search campaign with applicable search terms. You then determine the daily spend.

We recommend a campaign that runs for two months (minimum) with a daily spend of at least \$5/day - can be increased for more reach.

A report will be provided at the end of the campaign to show engagement and ROI.

\$400 - set up only

**Excludes daily spend which would be charged directly through your credit card.*

Direct Mailer – Digital

High engagement channel

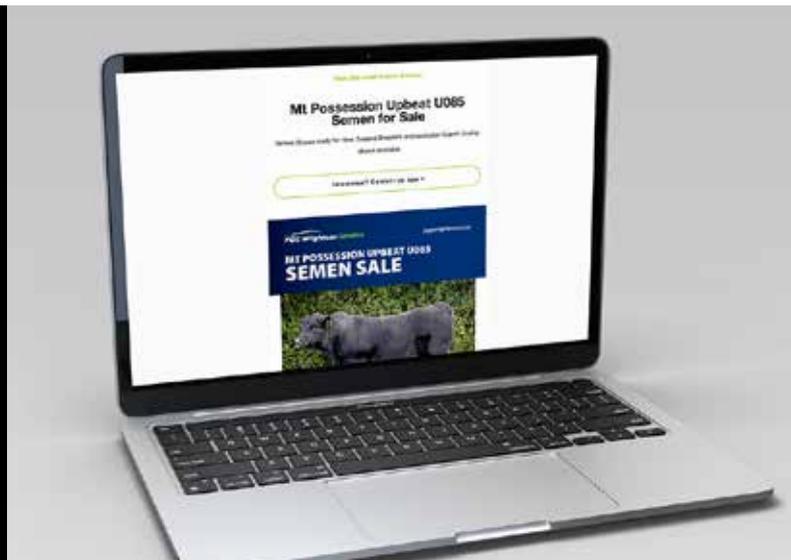
Subscribers

1.6k

Average open rate:

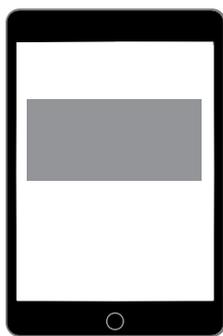
66.9%

The average open rate for email newsletters sits at around 23% - we are nearly triple this! – making our digital newsletter a powerful marketing tool to a highly engaged audience.



THERE ARE **TWO** OPTIONS AVAILABLE OVER OUR **BEEF BRIEF** QUARTERLY ISSUES:.

AD IN ANGUS NZ NEWSLETTER



EMAIL NEWSLETTER AD

Beef Brief News

Place your own ad in our newly revamped digital newsletter for great exposure and relatable data.

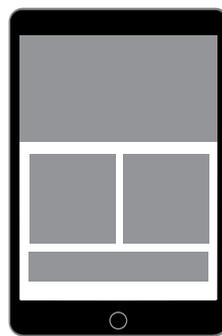
- Current distribution: 1400
- Quarterly email newsletter with two additional issues during 2 year old bull sale period.
- Strong open rate of over 66%.
- Campaign report provided to show click through rate.

\$345/ad (includes CTR report)

1200 x 630 px (width x height)

Graphics must be supplied as pdf, jpeg or png. In addition advise a web or social link for the ad to push through to. Design services are available.

YOUR OWN NEWSLETTER



EMAIL NEWSLETTER

Customised Digital Mailout

Have a fully customised email designed for your stud and sent directly to the Angus NZ database.

- We also offer the option to resend to unopened recipients, 2 days post campaign push to ensure even higher engagement rates.

\$120/hr (to design email)

\$500 (out to entire database)

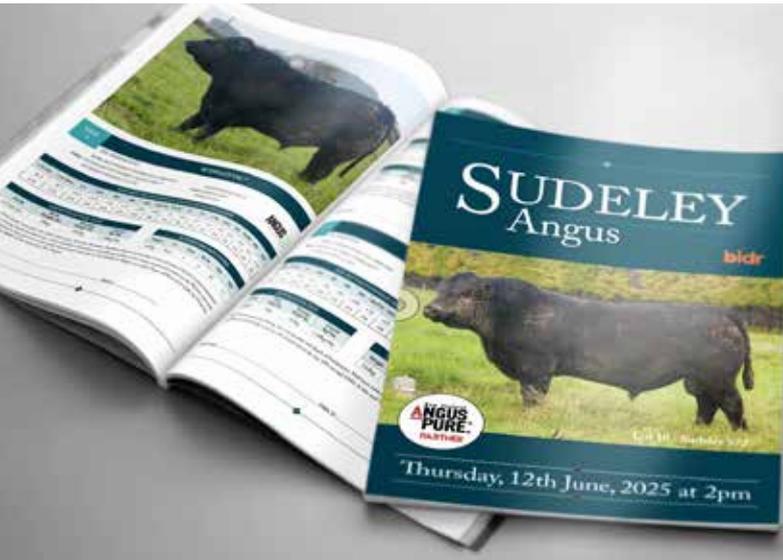
\$300 (only out to members database)

\$58 (resend to unopen recipients)

\$58 (open and click rate report)

Text to be supplied in easily accessible file format. All images to be supplied separately. Advise any links you want to push through to in the initial copy.

Direct Mailer – Print



For the more personal approach

Users:

24.7k

Page views:

115k

In the lead up and during the sale seasons our website sees a dramatic increase in visitors looking to access the events page, sale results and bull data – **making it the ideal place to advertise.**

Customised Direct Mailer – Bulk Mail

We are able to work with you to develop a mailer that can be posted out to rural postcodes in specific areas around New Zealand.

We have found this option successful for many breeders who are wanting a more traditional and personalised approach.

The mailout can be customised to meet any of your requirements - ie. as a more traditional A4 folding to DLE newsletter, a double-sided DLE card or even a more interesting diecut flyer.

Book Space: **By 9 May 2026**

Design: **4 weeks**

Printing: **1 week**

Mailing: **allow 1 week**

\$120/hr (to design initial letter)

Printing/ mailing costs dependent on quantity, size of mailout and suitability of database.

Requires an indication of the areas you wish to target within New Zealand. We would then provide you with a full costing in regards to printing and postage.

We recommend that you allow for up to

Please do not hesitate to discuss this directly with Anna from Angus NZ or Adele from Pivot Design.

Personalised Catalogue Mailout

If you currently have your catalogues produced by Pivot Design then we are able to offer a personalised covering letter to go out with each catalogue.

This is ideal if you tend to use your catalogue as your main marketing tool each year as shown as follows:

Dear <Name>

Please find attached this years catalogue. We hope that you have had a successful year with <Bull purchased 2025> and that his offspring are displaying some strong potential.

We have a number of bulls of similar genetic lines in this upcoming sale. Please do not hesitate to get in touch directly to discuss.

Kind regards

<Your Name>

\$120/hr (to design initial letter)

\$500 (mail merge set up and test)

Printing/ mailing costs dependent on quantity, size of mailout and suitability of database.

Requires a spreadsheet with mail merge information:

- Name
- Address, Postcode
- Letter content

Please do not hesitate to discuss this directly with Anna from Angus NZ or Adele from Pivot Design.

Print Advertising – Magazine

Reputation for quality

Subscribers

3.5k

Online views:

1k

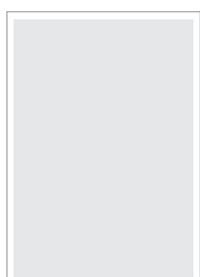
Our Autumn magazine is timed for release in early April which makes it an ideal marketing tool for members looking to engage with potential buyers.



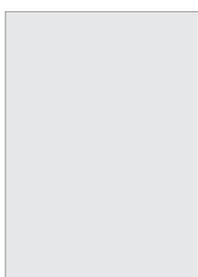
If you have previously advertised in the 2025 Angus Magazine then you are automatically booked for 2026.

ADVERT BOOKING DEADLINE – 19 DECEMBER 2025

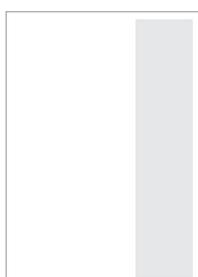
ADVERT SUPPLY DEADLINE – 27 JANUARY 2026



FULL PAGE C1
182mm x 267mm



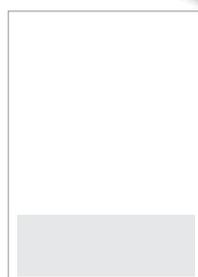
FULL PAGE BLEED C2
210mm x 297mm
+ 5mm bleed



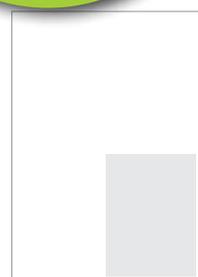
HALF PAGE VERTICAL C3
88mm x 267mm



HALF PAGE HORIZONTAL C4
182mm x 130mm



QUARTER PAGE HORIZONTAL C5
182mm x 65mm



QUARTER PAGE VERTICAL C6
88mm x 130mm

CODE	ADVERT POSITION	DIMENSIONS	TEXT IMAGE AREA	COST
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 (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	182mm w x 65mm d	182mm w x 65mm d	\$660
C6	Quarter Page – Vertical	88mm w x 130mm d	88mm w x 130mm d	\$630

Advertisements must be provided 'placement ready' in digital format to the following printing specifications:

- All images above 300dpi, CMYK, 100% Black on text, fonts embedded or converted to paths. No spot colours, RGB and 72dpi files.
- If layout or additional preparation work is required additional to supplied print ready PDF, extra charges will be incurred

Pivot Design can design your advert upon request (design time charges will apply). Please supply content and brief in Word with any associated TIFF, JPEG and EPS files – adele@pivotdesign.co.nz

Print Advertising – Diary



Invaluable member resource

Distribution

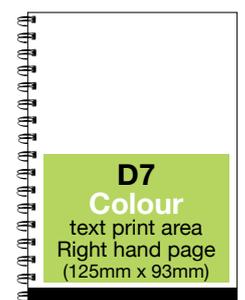
470

Our A5 annual diary is always in high demand and an integral part of members and associates everyday life.

Advertising in the diary ensures that your brand remains front and center – 356 days of the year.

ADVERT BOOKING DEADLINE – **16 OCTOBER 2026**

ADVERT SUPPLY DEADLINE – **23 OCTOBER 2026**



CODE	ADVERT POSITION	COST
D5	Full Page – Colour 148mm w x 210mm h + 3mm bleed - Live image area: 125mm w x 194mm h	\$605
D6	Advertisement Page – Black & White 148mm w x 210mm h + 3mm bleed - Live image area: 125mm w x 194mm h	\$495
D7	Half Page – Colour 125mm w x 93mm h - Live image area: 125mm w x 93mm h	\$33

Advertisements must be provided 'placement ready' in digital format to the following printing specifications:

- All images above 300dpi, CMYK, 100% Black on text, fonts embedded or converted to paths. No spot colours, RGB and 72dpi files.
- All 15mm for spiral binding
- If layout or additional preparation work is required additional to supplied print ready PDF, extra charges will be incurred

Pivot Design can design your advert upon request (design time charges will apply). Please supply content and brief in Word with any associated TIFF, JPEG and EPS files – adele@pivotdesign.co.nz