

Beyond the bale

PROFIT FROM WOOL INNOVATION
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ADVERTISING RATE CARD 2025

Published by Australian Wool Innovation (AWI), Beyond the Bale is a national magazine posted direct to about 15,000 Australian woolgrowers and wool industry stakeholders and emailed to a further 9,000 recipients. It provides the most effective national medium for advertisers seeking to reach this important audience.

AWI is the research, development (R&D) and marketing organisation for the Australian wool industry. Owned by Australian woolgrowers, AWI invests along the global supply chain for Australian wool – from fibre to fashion – from woolgrowers through to retailers, the use phase of wool products and ultimately their end-of-life.

Beyond the Bale aims to inform woolgrowers of products and practices to reduce the cost of production on their farms through innovation in areas such as sheep health, genetic technologies to breed more

productive sheep, pastures and grazing, and shearing.

The magazine also aims to increase awareness of initiatives and activities in wool textiles and marketing to increase the demand for Australian wool.

Australia was built on the sheep's back, and wool continues to rank highly among Australia's agricultural industries. In 2024-25, the gross value of Australian wool production is forecast to be \$2.7 billion.

The magazine is also available online at:
www.wool.com/btb

ADVERTISING RATES

Effective November 2024

	Casual	2X	4X
Full page	\$4470.00	\$4270.00	\$3995.00
Half page	\$2680.00	\$2550.00	\$2390.00
Third page	\$1800.00	\$1700.00	\$1590.00
Quarter Page	\$1475.00	\$1400.00	\$1330.00

Preferred positions

Outside back cover: Plus 20%

Other specified position: Plus 10%

Please note inside front cover is not available

Please note above rates do not include GST. Agency commission: 10%

Advertisers who cancel a placement after the booking deadline will be charged 50% of the total placement price.

BOOKING AND MATERIAL DEADLINES

Publication dates	Booking	Material	Distribution
March 2025	13 January	13 February	7 March
June 2025	14 April	13 May	6 June
September 2025	14 July	13 August	5 September
December 2025	13 October	13 November	5 December

SPECIFICATIONS

Advert	Trim size(mm)	Bleed size(mm)	Type area
Full page	297d x 210w	303d x 216w	267d x 180w
Half-page horizontal	148d x 210w	154d x 216w	133d x 180w
Half-page vertical	297d x 105w	303d x 111w	267d x 90w
One-third-page horizontal	99d x 210w	105d x 216w	84d x 180w
One-quarter-page vertical	148d x 105w	154d x 111w	133d x 90w

The above rates are for space only and assume print-ready artwork is supplied to the specifications listed. Text and other important page content should appear within the type area.

Material should be supplied as high resolution, print-ready PDF files in CMYK with crop marks and 3mm bleed. The general resolution should be no less than 300dpi. Beyond the Bale will not accept Microsoft Publisher, Word, Excel, PowerPoint, Pagemaker, Corel Draw or QuarkXPress files. Extra charges will apply to Adobe InDesign, Illustrator and Photoshop files.

All fonts must be embedded within the pdf file.

All images to be supplied as jpeg, TIFF or EPS files. Minimum type size 8 point. For full-colour reverse type, minimum type size 10 point. Artwork under 10MB may be emailed to: artwork@pulsehub.com.au.

Artwork over 10MB to be supplied via www.hightail.com or www.dropbox.com to: artwork@pulsehub.com.au.

ADVERTISING CONTACT

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The word "advertisement" may be used to identify advertising material that in the opinion of Australian Wool Innovation Limited resembles editorial matter.

The advertiser warrants to Australian Wool Innovation Limited that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

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