



# 2026 MEDIA KIT

**BRANGUS**  
AUSTRALIA



FOR ANY COUNTRY



# BRANGUS AUSTRALIA



The Australia Brangus Cattle Association (ABCA) represents one of Australia's fastest-growing breeds. The recent inclusion of Ultra animals to our register has seen the reach and relevance of Brangus and the ABCA expand even further in both the seedstock and commercial beef cattle industries.

Brangus Australia promotes and supports the Brangus breed in the Australian cattle industry. We empower breeders and enthusiasts through education and innovation, ensuring the growth, excellence, and profitability of Brangus cattle.

We are committed to a community thriving on quality, sustainability, and breed integrity.

## OUR PUBLICATIONS



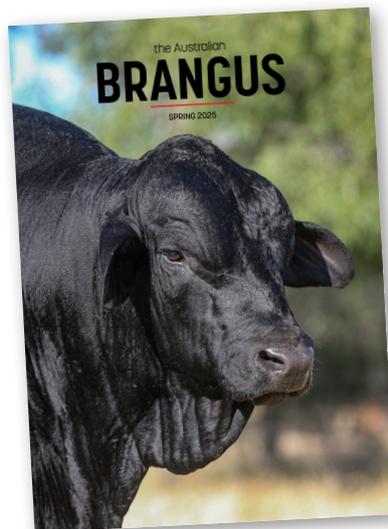
# the AUSTRALIAN BRANGUS MAGAZINE

Brangus Australia invites you to join the Brangus family by advertising in the Australian Brangus magazine, the official publication of the Australian Brangus Cattle Association.

The magazine provides valuable information to Brangus breeders - from stud enterprises, to commercial beef producers and those looking to add Brangus to their herd.

With a loyal readership of Brangus breeders, buyers and supporters, our magazine provides a unique opportunity to showcase your brand/stud. Our readers trust us to provide the latest information on Brangus genetics, breeding techniques, and industry news, making our magazine the perfect platform to reach your target market.

Advertising in the Australian Brangus magazine provides additional exposure, with a digital version published on the Brangus Australia website and social media pages. Your advertisement will be seen by an even wider audience, making it an excellent investment for those seeking to promote their brand, stud or event.



## REGULAR SECTIONS

Industry highlights, sale results, technical articles and other informative content

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## FREQUENCY

Biannual  
(Autumn and Spring)

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## DISTRIBUTION

Direct to members of Australian Brangus Cattle Association, beef cattle enthusiasts, industry bodies, agents and supporters.

# ROMA & ROCKHAMPTON BRANGUS SALE CATALOGUES

The Australian Brangus Cattle Association holds 2 large stud sales per year, held at Roma and Rockhampton.

**Roma Brangus Sale** is now in its 21st year with vendors from Queensland, New South Wales and Victoria.

The sale holds widespread appeal among buyers due to its central location at the Roma Saleyards, Roma and the solid reputation of the cattle offered each year.

2024 featured an offering of 70 bulls with an average of \$11,333.

**Rockhampton Brangus Sale** is held at the Central Queensland Livestock Exchange, Gracemere and is now in its 50th year. Hosting vendors from Queensland, and New South Wales, the Rockhampton sale has become renowned for the high quality of bulls offered annually with leading Brangus seedstock producers save their best drafts of bulls for the Rockhampton Sale.

2024 featured an offering of 200 bulls with an average of \$17,125.



Approximate Sale Attendees  
700+

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## FREQUENCY

*Annual* • Roma - September • Rockhampton - October

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## DISTRIBUTION

Direct to members and vendors of the Australian Brangus Cattle Association, previous sale purchasers, beef cattle enthusiasts, industry bodies, agents and supporters.

# DIGITAL ADVERTISING

## INDIVIDUAL EMAIL BLAST

Our Email Blasts are available to members and subscribers. Blasts can be sent out at a date suitable to you.

**CASUAL** *(more than 5 days notice)* \$200

**PRIORITY** *(less than 5 days notice)* \$300

- **All prices exclude GST**
- Size: A4 JPG OR a shared MailChimp template + additional \$150 design fee if required
- All Email Blasts require a link address (URL) to be supplied with artwork
- Email Blasts **MUST** be booked in advance to avoid duplication
- All artwork **MUST** be received **5 DAYS BEFORE** your booking, otherwise a Priority Fee will be charged to your account
- A 'test email' will be sent for your approval
- Proof must be approved via email before being actioned



Subscribers  
700+



Open Rate  
45% - 60%

## WEBSITE ADVERT

The Australian Brangus website **brangus.com.au** is the central hub for all things Brangus and on average receives over 4600+ page views per month. Website adverts appear not only on the home page of the website, but also throughout the entire website and can be linked to a medium of your choice eg. website, sale catalogue, video etc.

**1 month** \$120

**6 months** \$650

**12 months** \$1200

- **All prices exclude GST**
- Size: 1080 pixels x 1080 pixels - JPG, PNG or GIF
- All web adverts require a link address (URL) to be supplied with artwork
- Web adverts are capped at 2 changes in a 6 month period, and 3 changes in a 12 month period



Page Views/month  
6.5K



Unique Users/month  
1.9K

## EMAIL ADVERT

Utilising the same design as your website advert *(listed above)*, your email advert will feature in our Monthly Roundup Newsletter *(12 per year)* which is distributed to our members and subscribers on the last day of every month.

**1 month** \$120

**6 months** \$650

**12 months** \$1200

- Size: 1080 pixels x 1080 pixels - JPG, PNG or GIF
- All web adverts require a link address (URL) to be supplied with artwork
- Email adverts are capped at 2 changes in a 6 month period, and 3 changes in a 12 month period



Facebook Followers  
7.8K



# PARTNERSHIPS

## PLATINUM \$3650

|                           |   |        |
|---------------------------|---|--------|
| x1 Full page advert       | The Australian Brangus Magazine, <b>Spring</b> edition  | \$650  |
| x1 Full page advert       | The Australian Brangus Magazine, <b>Autumn</b> edition  | \$650  |
| x1 Full page advert       | <b>Roma</b> Brangus Sale Catalogue                      | \$650  |
| x1 Full page advert       | <b>Rockhampton</b> Brangus Sale Catalogue               | \$650  |
| x1 Individual Email Blast | Your choice of month                                    | \$200  |
| x1 Email advert           | Included in our Monthly Newsletters (12 per year)       | \$1200 |
| x1 Website advert         | Brangus Australia home page for 12 months               | \$1200 |
| x1 Facebook Post          | Highlighting partnership (utilising the website advert) |        |

**\$5,200 Value**  
**30% DISCOUNT**

## GOLD \$3500

|                           |   |        |
|---------------------------|---|--------|
| x1 Half page advert       | The Australian Brangus Magazine, <b>Spring</b> edition  | \$450  |
| x1 Half page advert       | The Australian Brangus Magazine, <b>Autumn</b> edition  | \$450  |
| x1 Half page advert       | <b>Roma</b> Brangus Sale Catalogue                      | \$450  |
| x1 Half page advert       | <b>Rockhampton</b> Brangus Sale Catalogue               | \$450  |
| x1 Individual Email Blast | Your choice of month                                    | \$200  |
| x1 Email advert           | Included in our Monthly Newsletters (12 per year)       | \$1200 |
| x1 Website advert         | Brangus Australia home page for 12 months               | \$1200 |
| x1 Facebook Post          | Highlighting partnership (utilising the website advert) |        |

**\$4,400 Value**  
**20% DISCOUNT**

# PACKAGES

## SILVER \$3300

|                     |   |        |
|---------------------|---|--------|
| x1 Full page advert | <b>Roma</b> Brangus Sale Catalogue                      | \$650  |
| x1 Full page advert | <b>Rockhampton</b> Brangus Sale Catalogue               | \$650  |
| x1 Email advert     | Included in our Monthly Newsletters (12 per year)       | \$1200 |
| x1 Website advert   | Brangus Australia home page for 12 months               | \$1200 |
| x1 Facebook Post    | Highlighting partnership (utilising the website advert) |        |

**\$3,700 Value**  
**10% DISCOUNT**

## BRONZE \$2970

|                     |   |        |
|---------------------|---|--------|
| x1 Half page advert | <b>Roma</b> Brangus Sale Catalogue                      | \$450  |
| x1 Half page advert | <b>Rockhampton</b> Brangus Sale Catalogue               | \$450  |
| x1 Email advert     | Included in our Monthly Newsletters (12 per year)       | \$1200 |
| x1 Website advert   | Brangus Australia home page for 12 months               | \$1200 |
| x1 Facebook Post    | Highlighting partnership (utilising the website advert) |        |

**\$3,300 Value**  
**10% DISCOUNT**

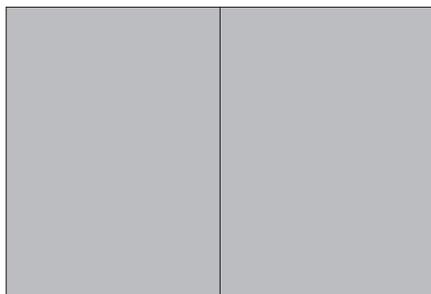
# MATERIAL SPECIFICATIONS & RATES



| DISPLAY ADVERTISEMENTS                 | x 1     |
|--|---------|
| Double Page Spread                     | \$1,250 |
| Full Page (Internal Selected Position) | \$750   |
| Full Page                              | \$650   |
| Half Page (horizontal or vertical)     | \$450   |
| Third Page (horizontal)                | \$375   |
| Quarter Page (horizontal)              | \$300   |

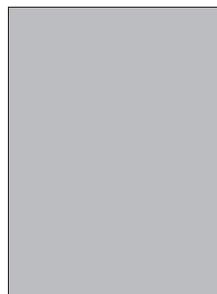
**All prices exclude GST**

- Prices are per edition
- All adverts supplied print-ready and in full colour
- Selected full page internal positions will be reserved (and chosen by the advertiser) in the order in which they are booked
- In the event that the publication exceeds 80 pages or more, the centre spread position will no longer be available



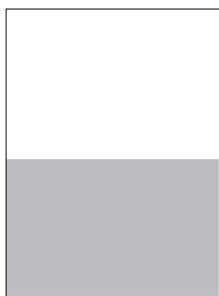
**Double Page Spread**

**Trim** 420mm x 297mm  
**Bleed** 430mm x 307mm



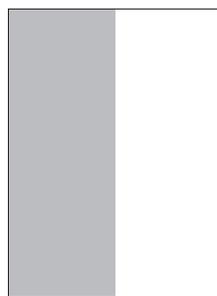
**Full Page**

**Trim** 210mm x 297mm  
**Bleed** 220mm x 307mm



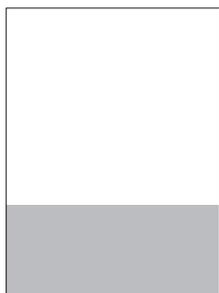
**Half Page Horizontal**

**Trim** 210mm x 147mm  
**Bleed** 220mm x 157mm



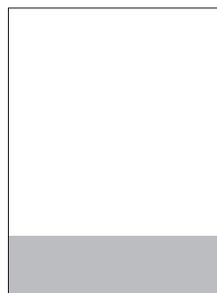
**Half Page Vertical (Magazine only)**

**Trim** 103.5mm x 297mm  
**Bleed** 113.5mm x 307mm



**Third Page Horizontal**

**Trim** 210mm x 90mm  
**Bleed** 220mm x 100mm



**Quarter Page Horizontal**

**Trim** 210mm x 73mm  
**Bleed** 220mm x 83mm

**FILE FORMAT & SUPPLY**

- All advertisements must be supplied as press-ready high resolution (300dpi) PDF or JPG
- Image resolution of all elements within artwork to be a minimum of 300dpi at final (100%) size
- Pantone (and other spot) colours MUST be converted to CMYK
- Black text set to black only and set to overprint
- Large areas of solid black to consist of 40% Cyan
- All fonts must be embedded into the PDF file
- Please clarify running order if more than one advert has been booked
- Allow at least 15-20mm margin from the spine edge
- Keep text at least 5mm from page edges - anything outside of this may be lost in the trimming or binding process
- All advertisements to have 5mm bleed on all sides is required (see measurements to the left)
- Do not include any crop, bleed, registration marks, colour bars or page information
- No responsibility is taken for incorrect colour reproduction
- UNACCEPTABLE FILES:** Word Documents, Publisher, images created for or taken from websites (too low resolution)

**PHOTOGRAPHS**

- Digital photographs to be supplied unedited and at full resolution (no compression)
- When emailing JPG photos, please label them by their name or lot number and for which sale
- If photos are large, please email one at a time OR send via Dropbox or wetransfer link
- Phone or tablet photographs will not be accepted

**EDITORIAL**

- The Australian Brangus accepts newsworthy articles from ABCA members and associates
- Please send articles with supporting documentation (source, agent report, vendor contacts, buyer contacts, links etc) via email to marketing@brangus.com.au before deadline dates
- Accompanying photographs are to be supplied at full resolution (no compression) with supporting caption/s
- We are always on the look out for feel good and human-interest stories, beef recipes, social and family gatherings, events and anything Brangus

# 2026 ADVERTISING BOOKING CONFIRMATION

Company Name \_\_\_\_\_

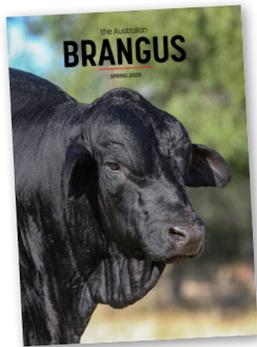
Invoice Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

By signing this form you agree to pay all monies and provide all advertising by the deadline

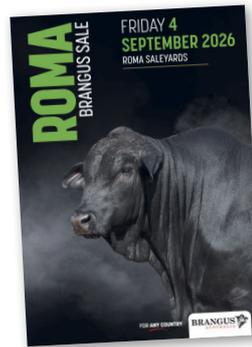


- AUTUMN 2026
- SPRING 2026
- AUTUMN 2027

x 1

- Double Page Spread \$1250
- Full Page (Internal Selected Position) \$750
- Full Page \$650
- Half Page (horizontal or vertical) \$450
- Third Page (horizontal) \$375
- Quarter Page (horizontal) \$300

- **All prices exclude GST**
- All adverts MUST be supplied print-ready and in full colour



- ROMA 2026 CATALOGUE
- ROCKHAMPTON 2026 CATALOGUE

x 1

- Double Page Spread \$1250
- Full Page \$650
- Half Page (horizontal) \$450
- Third Page (horizontal) \$375
- Quarter Page (horizontal) \$300

**INDIVIDUAL EMAIL BLAST**  
 \$200 (list chosen month below)  
 \_\_\_\_\_

**EMAIL ADVERTISEMENT**

|                       |                       |                       |
|-----------------------|-----------------------|-----------------------|
| 1mth                  | 6mths                 | 12mths                |
| \$120                 | \$650                 | \$1200                |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**WEB ADVERTISEMENT**

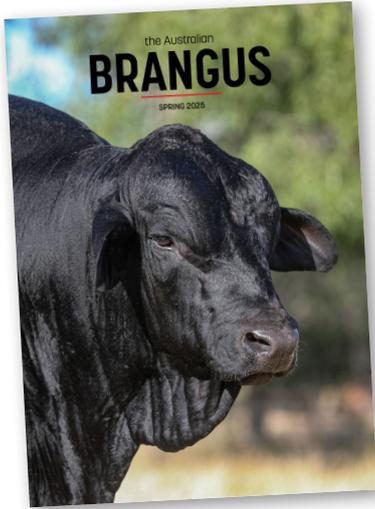
|                       |                       |                       |
|-----------------------|-----------------------|-----------------------|
| 1mth                  | 6mths                 | 12mths                |
| \$120                 | \$650                 | \$1200                |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Advertising Enquiries  
 m. 02 5775 9900 e. marketing@brangus.com.au

[brangus.com.au](http://brangus.com.au)

# 2026 DEADLINES



## the AUSTRALIAN BRANGUS MAGAZINE

### AUTUMN 2026

MARCH PUBLICATION

Booking Deadline  
21 January 2026

Editorial Deadline  
28 January 2026

Print-Ready Adverts Due  
4 February 2026

### SPRING 2026

AUGUST PUBLICATION

Booking Deadline  
19 June 2026

Editorial Deadline  
26 June 2026

Print-Ready Adverts Due  
3 July 2026

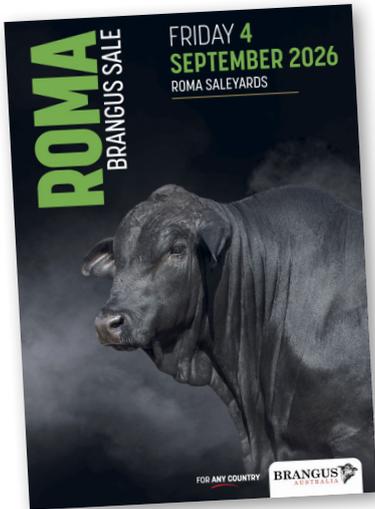
### AUTUMN 2027

MARCH PUBLICATION

Booking Deadline  
20 January 2027

Editorial Deadline  
27 January 2027

Print-Ready Adverts Due  
3 February 2027



## 2026 ROMA BRANGUS SALE CATALOGUE

LATE JULY PUBLICATION

Booking Deadline  
3 July 2026

Print-Ready Advert Deadline  
10 July 2026



## 2026 ROCKHAMPTON BRANGUS SALE CATALOGUE

LATE AUGUST PUBLICATION

Booking Deadline  
31 July 2026

Print-Ready Advert Deadline  
7 August 2026



Australian Brangus Cattle Association Ltd  
PO Box 814, Armidale NSW 2350

Advertising Enquiries  
m. 02 5775 9900 e. [marketing@brangus.com.au](mailto:marketing@brangus.com.au)

[brangus.com.au](http://brangus.com.au)