



## Jersey Australia 2019 Media Kit

### Australian Jersey Journal

Produced and published by Jersey Australia for over 50 years, the Australian Jersey Journal has been the pre-eminent dairy breeder's magazine for Australian Farmers with a global reach.

The Australian Jersey Journal offers informative stories, news and events, latest breeding values and classification results, and a great opportunity for breeders and genetics and herd improvement companies to market their genetics and services



Australian Jersey Journal rates					
Ad Sizes and Rates		Full Colour		Black and White	
		Single Issues	6 Edition Multi Pack – per Edition payable in advance	Single Issue	6 Edition Multi Pack – per Edition payable in advance
<ul style="list-style-type: none"> <li>Fees are subject to GST and included in the price</li> <li>Price does not include cost to develop artwork</li> </ul>					
Front Cover – Full Colour		\$510.00	N/a	N/A	N/A
Back Cover		\$480.00	N/A	N/A	N/A
Inside Front / Back		\$470.00	\$420.00	N/A	N/A
Full Page		\$425.00	380.00	\$300.00	\$260.00
½ Page		\$320.00	\$280.00	\$215.00	\$180.00
¼ page		N/A	N/A	\$145.00	\$120.00
Business Card		\$95.00	\$80.00		
A4 Insert					\$215.00
Advertorial – Full Page / Full Colour		\$470.00			
Sale Catalogue Insert					\$520.00

\*Journal add prices effective from Mar / Apr 2018 Journal

Add Sizes: Full Page 200mm (w) \* 275mm (H) + 5 mm bleeds      ½ Page 175mm(w) \* 120mm(h) – no bleeds  
 ¼ Page 120mm (w) \* 85mm (h)      Bus. Card: 85mm \* 56mm

No responsibility is taken for incorrect appearance of advertisement if the above is not adhered to. Any costs incurred in preparing or altering files will be passed on to the advertiser.

### Social Media

In 2019, Jersey Australia is pleased to announce additional marketing opportunities to be available via Jersey Australia Social Media to provide marketers greater reach for your marketing dollars

Social Media Marketing Rates – all rates include GST		
Journal Boost	Value add to your Jersey Journal marketing by having it posted on JA Social Media two (2) times per month over the period of the Jersey Journal	\$165.00
Social Media Only	Ad to be posted to JA Social media two(s) times over the period of 1 month	\$275.00

\*Artwork not included

### Journal Deadlines

Edition	Advertising and Editorial	Press Ready Artwork
Mar / April	Feb 16 <sup>th</sup>	Feb 21 <sup>st</sup>
May / June	Apr 13 <sup>th</sup>	Apr 22 <sup>nd</sup>
July / Aug	June 12 <sup>th</sup>	June 21 <sup>st</sup>
Sept / Oct	Aug 14 <sup>th</sup>	Aug 23 <sup>rd</sup>
Nov / Dec	Oct 13 <sup>th</sup>	Oct 21 <sup>st</sup>
Social Media	Any Time with completed artwork provided	

### Contacts

General Manager: Glen Barrett  
[Glen.Barrett@jersey.com.au](mailto:Glen.Barrett@jersey.com.au)  
 M: 0418 466 371

Jersey Journal: Sharon Clark  
[jerseyjournal@iinet.net.au](mailto:jerseyjournal@iinet.net.au)

### Australian Jersey Journal

- 6 Editions per annum
- All members receive a printed subscription
- Global audience delivered to 20+ countries
- Available on line on the JA website

### JA SOCIAL MEDIA

- Facebook and Twitter
- Global Reach of 10,000+ per month



Jersey House  
 5 Ring Road Bundoora  
 PH + 61 3 9370 9105 F: 03 9018 4391  
 E: [jersey@jersey.com.au](mailto:jersey@jersey.com.au) W: [www.jersey.com.au](http://www.jersey.com.au)