



Jersey Australia 2024 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

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

JA SOCIAL MEDIA

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

BLUE RIBBON SPECIALS

Celebrate your showing success with an ad in the Australian Jersey Journal. 10% discount on full page ads.



Australian Jersey Journal rates		
Ad Sizes and Rates	Full Colour	
<ul style="list-style-type: none"> • Fees are subject to GST and included in the price • Price does not include cost to develop artwork 	Single Issues	6 Edition Multi Pack – per Edition payable in advance
Front Cover – Full Colour	\$550.00	N/a
Back Cover	\$500.00	N/A
Inside Front / Back	\$480.00	\$C
Full Page	\$445.00	\$400.00
½ Page	\$340.00	\$300.00
A4 Insert	\$250.00	
<ul style="list-style-type: none"> • Plus insert printing costs 		
Advertorial – Full Page / Full Colour – inc full page ad	\$1000.00	
Sale Catalogue Insert	POA	
All prices exclude GST		

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)

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.

Journal ad prices effective from Mar / Apr 2021 Journal

Social Media

Direct market to Jersey enthusiasts through JA's extensive social media network. Talk to Jersey Australia today on how we can value add on your Jersey Journal advertising through our social media streams

Journal Deadlines

Edition	Advertising and Editorial	Press Ready Artwork
Mar / April 2024	Feb 14 th	Feb 21 st
May / June 2024	April 17 th	Apr 17 th
July / Aug 2024	June 13 th	June 19 th
Sept / Oct 2024	Aug 14 th	Aug 21 st
Nov / Dec 2024	Oct 16 th	Oct 17 th
JAN / Feb 2025	Dec 11 th	Dec 12 th
Social Media	Any Time with completed artwork provided	

Contacts

General Manager: Glen Barrett

Glen.Barrett@jersey.com.au

M: 0418 466 37

Kelsie Hore

JerseyJournal@jersey.com.au

+61 3 9370 9105

Advertising: Peter Roach

JerseyJournal@jersey.com.au

M: 0499 059 652

Jersey House
5 Ring Road Bundoora
PH + 61 3 9370 9105 F: 03 9018 4391
E: jersey@jersey.com.au W: www.jersey.com.au