

# Beyond thebale

PROFIT FROM WOOL INNOVATION  
[www.wool.com](http://www.wool.com)



## ADVERTISING RATE CARD 2021

Published by Australian Wool Innovation (AWI), Beyond the Bale is a national magazine posted direct to 40,000 Australian woolgrowers and wool industry stakeholders. It provides the most effective national medium for advertisers seeking to reach this important audience.

The mission of AWI is to invest in research, development and marketing to enhance the profitability, international competitiveness and sustainability of 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.

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 2019-20, the value of exports of Australian wool was \$2.37 billion.

The magazine is also available online at:  
<http://beyondthebale.wool.com>



## ADVERTISING RATES

Effective December 2020

	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

**Inside back cover:** Plus 20%

**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%

## BOOKING AND MATERIAL DEADLINES

Publication dates	Booking	Material	Distribution
<b>March 2021</b>	11 January	12 February	5 March
<b>June 2021</b>	12 April	14 May	4 June
<b>September 2021</b>	12 July	13 August	3 September
<b>December 2021</b>	11 October	12 November	3 December

## SPECIFICATIONS

Advert	Trim size(mm)	Bleed size(mm)	Type area
<b>Full page</b>	297d x 210w	303d x 216w	267d x 180w
<b>Half-page horizontal</b>	148d x 210w	154d x 216w	133d x 180w
<b>Half-page vertical</b>	297d x 105w	303d x 111w	267d x 90w
<b>One-third-page horizontal</b>	99d x 210w	105d x 216w	84d x 180w
<b>One-quarter-page vertical</b>	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: [graphics@wool.com](mailto:graphics@wool.com).

Artwork over 10MB to be supplied via [www.hightail.com](http://www.hightail.com) or [www.dropbox.com](http://www.dropbox.com) to: [graphics@wool.com](mailto:graphics@wool.com).

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