

# Beyond thebale

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



## ADVERTISING RATE CARD 2023

Published by Australian Wool Innovation (AWI), Beyond the Bale is a national magazine posted direct to about 35,000 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 2022-23, the value of exports of Australian wool is forecast to be \$3.46 billion.

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

# ADVERTISING RATES

Effective December 2022

|              | 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 2023</b>     | 9 January | 10 February | 3 March      |
| <b>June 2023</b>      | 10 April  | 12 May      | 2 June       |
| <b>September 2023</b> | 10 July   | 11 August   | 1 September  |
| <b>December 2023</b>  | 9 October | 10 November | 1 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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Every advertisement is subject to the approval of Australian Wool Innovation Limited. Australian Wool Innovation Limited reserves the right to refuse to accept an advertisement for publication or withdraw or cancel an advertisement at any time and the advertiser shall have no claim against Australian Wool Innovation Limited other than for the refund of any money paid by the advertiser if the advertisement is not published. Australian Wool Innovation Limited otherwise excludes all liability (to the extent permitted by law) including for consequential loss, whether due to negligence or otherwise.

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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