

Beef *REVIEW* 08

AND 2008 Meat & Wool NZ BEEF EXPO CATALOGUE

BEEF REVIEW 2008 SPECIFICATIONS

- American A4 Magazine (275mm x 210mm)
- Circulation Meat & Wool NZ Beef Farmers database - (15,000 approx)
- 160-200 pages
- Full colour throughout
- Cover 200 gsm Varnish
- Body 75 gsm Gloss Paper
- Perfect bound and trimmed
- Advertising Editorial ratio 50:50

OVERVIEW

The Beef Review will be a joint venture project between NZPBB, NZ Beef Expo, and Meat & Wool NZ.

The editorial content will contain market information, international trends, genetics, productivity and profitability, dairy beef, image of the beef product, end users, information and tech transfer, sales calendars, breeders index and commercial on-farm articles.

CRITICAL DATES

- 21st January 2008** Advertising booking deadline
25th January 2008 7% discount for copy before this date.
8th February 2008 Advertising copy due
23rd-24th April 2008 2008 Beef Review & Beef Expo catalogues mailed out.

INCLUDING ...

BEEF EXPO CATALOGUE

- 240mm x 200mm size
- 120 pages, colour cover, black throughout
- Cover 200 gsm Varnish
- Body 100 gsm Satin Matt
- 180 Beef Expo Lots (½ page each)
- 2 Introductory pages per breed
- Premium cover advertising opportunities only
- Circulation to all NZ Stud Beef Breeders (3,000 approx)

DISTRIBUTION DATE:

23rd - 24th April 2008

SIZE	PRICE	DEPTH X WIDTH (TRIM 275d x 210w)
Full Page.....	\$850.00	Dimensions: 250d x 180w(mm)
Half Page	\$550.00	Dimensions: 120d x 180w (mm)
One Third Page	\$400.00	Dimensions: 80d x 180w (mm)

* as per specification sheet

All prices are GST exclusive

This is a joint venture between;



NEW ZEALAND
Performance
Beef Breeders Ltd