

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
- 15th February 2008** Advertising copy due
- 28th February 2008** Digital copy due*
- 23rd-24th April 2008** 2008 Beef Review & Beef Expo catalogues mailed out.
- 23rd April 2008** Accounts to be paid

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 (1/2 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)
Inside Front Cover.....	\$1,800.00	Dimensions: 275d x 210w (mm)
Inside Back Cover	\$1,800.00	Dimensions: 275d x 210w (mm)
Back Cover	\$3,000.00	Dimensions: 275d x 210w (mm)
Full Page.....	\$1,250.00	Dimensions: 250d x 180w (mm)
Half Page	\$800.00	Dimensions: 120d x 180w (mm)
One Third Page	\$550.00	Dimensions: 80d x 180w (mm)

* as per specification sheet

All prices are GST exclusive

This is a joint venture between;

MEAT & WOOL
NEW ZEALAND

NEW ZEALAND
Performance
Beef Breeders Ltd