



Australian Highland Cattle Society | [www.australianhighlandcattle.org](http://www.australianhighlandcattle.org)

# Media Kit 2021

Advertising with the **AHCS HIGHLAND FLING** is an excellent opportunity to reach a targeted audience.

## Advantages & benefits:

- It will sit on coffee tables and not be discarded.
- It suits all brand 'Highland Cattle' enterprises.
- Highland popularity will mean your message will be seen by more than just Membership.
- Your product or service will get to where it counts in the best possible way.
- You will have targeted the most loyal of future customers.
- Products or services don't have to be farming related.
- A beefy bang for your buck is almost assured.
- Feel good sensation will follow in promoting the future of the worlds oldest registered breed of cattle in Australia.
- It's currently inexpensive.

## We provide:

- **Informative**, full colour, hardcopy magazine
- Postal distribution to **all states and territories** in Australia
- Electronic distribution **world wide**
- **Online PDF** on website for posterity



Now's the time to help Australian farmers and yourself by promoting to a niche market here and overseas.

Email [publishing@australianhighlandcattle.org](mailto:publishing@australianhighlandcattle.org) to secure your advert!

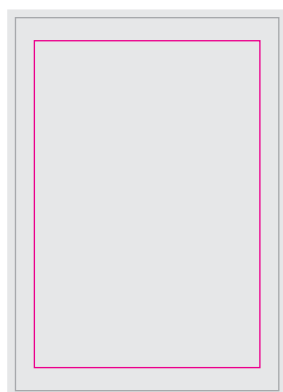
# Highland **FLING**

## Advertising rates per issue (inc GST)

Size	Non-member rate	Full-member rate (20% off)
Back Cover Full Page (when available)	\$330	\$264
Inside Front Cover Full Page	\$275	\$220
Internal Full page	\$220	\$176
Half Page	\$110	\$88
Quarter page	\$55	\$44

## Advertising specifications

Ads to be supplied in CMYK with all imagery at 300dpi. Acceptable file formats are PDF (preferred) or high resolution JPG. Measurements are given in millimetres and are as width x height.



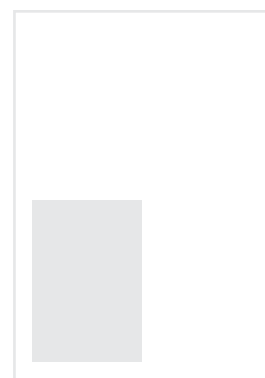
**Full Page  
Bleed**  
210 x 297  
Safe area 180 x 262  
5mm bleed



**Full Page  
No Bleed**  
180 x 262



**Half Page  
Horizontal**  
180 x 128



**Quarter Page  
Vertical**  
87 x 128

## Advertising design rates (optional)

For a professional edge, we offer design services. All copy to be supplied. Logos to be supplied as vector EPS/PDF files or high resolution TIFF/JPG. High resolution photographic imagery to be supplied as JPG, images are required to be 300dpi when printed.

Please email [katie@katiestone.com.au](mailto:katie@katiestone.com.au).  
Invoices for advertising will be issued by AHCS.

Size	Price (inc GST)
Full page	\$120
Half Page	\$88
Quarter page	\$55