# Australian Dairy Breeds *Journal*
## MEDIA KIT 2026

The *Australian Dairy Breeds Journal* brings together Australia's two leading Breed Association Journals, the Australian *Jersey Journal* and the Australian *Holstein Journal*. With a combined membership of 1,600, representing 45% of the Australian Dairy Industry, along with international members and stakeholders, the journal has a broad and engaged readership.

Delivering industry news, informative stories, articles on genetics and breeding, breeder profiles, events and up to date ABV's and cow performance data, the *Australian Dairy Breeds Journal* is the ultimate breeders' resource for the discerning dairy breeder.

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*4 Editions Per Annum*
*\*\*\*\*\**

*Full Colour Publication*
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*National and International Market Reach*
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*Non-Member Subscriptions Available*

**JERSEY** *Australia*   **Holstein** AUSTRALIA

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**Add Sizes:**

  Full Page:   210mm (w) x 297mm (h) + 3mm bleeds
  ½ Page:      210mm (w) x 148.5mm (h) - no bleed
  ¼ Page:      105mm (w) x 148.5mm (h) - no bleed
  **Bleed:** Add 3mm on all sides if artwork runs to the edge
  **Resolution**: CMYK - 300dpi (**NO** crop marks please)
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Any file preparation or correction costs will be passed onto the advertiser. *We take no responsibility for incorrect appearance if these specifications are not met.*

**Social Media Coverage**

| Advertising Rates | Member Rates | Commercial Advertisers |
|---|---|---|
| Full Page | $500.00 | $750.00 |
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| Double Page Advertising | $900.00 | $1,350.00 |
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| **Editorial** | | |
| 1/2 Page includes Full Page Ad | $1,000.00 | |
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| **Club / Sub Branch Page** | | |
| Full Page | $300.00 | |
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| **Inserts** | | |
| Per Page | $250.00 + Print Costs | |

*  Advertising invoicing will be undertaken by Jersey Australia
** All quoted rates exclude GST

All advertisers will now receive promotion through the new *Australian Dairy Breeds Journal* Facebook page, shared across all dairy breed networks with a combined following of more than 20,000. Each edition will include tagged posts on release, shared links to the online journal, ongoing feature stories between editions, and the option to boost your advert mid-edition for $95 + GST.

| Edition | September | December | March | June |
|---|---|---|---|---|
| **Ad / Editorial Bookings** | 13/08/2025 | 12/11/2025 | 11/02/2026 | 13/05/2026 |
| **Editorial Content** | 20/08/2025 | 19/11/2025 | 18/02/2026 | 20/05/2026 |
| **Print Ready Ads** | 25/08/2025 | 24/11/2025 | 23/02/2026 | 25/05/2026 |

**Contact:**

**E:** advertising@australiandairybreedsjournal.com.au
**Jersey Australia:** 03 9370 9105
**Holstein Australia:** 03 9835 7600

*\*Journal pricing effective from September 2025 Journal*

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