



WAGYU WORLD

Media Kit



Bringing the World of Wagyu to You

ABOUT

Wagyu World is about the breed and for the breed. Published specifically for Wagyu breeders, the Wagyu World is here to serve you and help globalize the breed as a whole, while at the same time fostering the community of folks who make this industry great. From the corrals to the kitchen, all the way to the sale ring; Wagyu World embodies it all, leaving you with a great read that all Wagyu breeders will be proud of.

Readership: Wagyu World's reach includes breeders from all across North and South America, Europe, Australia, and Japan.

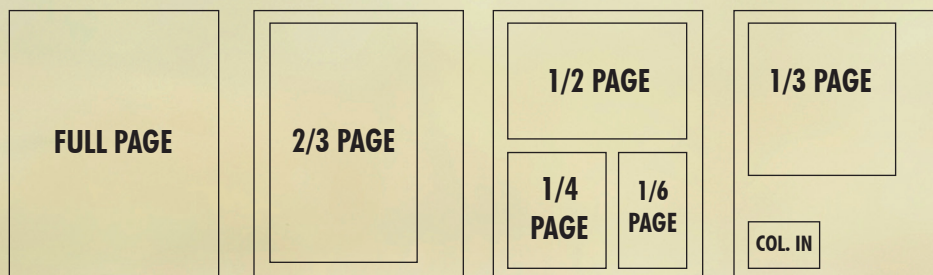
Frequency: Wagyu World is published bi-monthly; Six issues a year.

Advertising Rates Per Issue

<i>SIZE</i>	<i>DIMENSIONS</i>	<i>FULL COLOR</i>	<i>SPOT COLOR</i>	<i>BLACK & WHITE</i>
Full Page	8.25" wide x 10.75" tall	\$1,185	\$925	\$800
2/3 Page	4.6111" wide x 9.5" tall	\$1,025	\$765	\$640
1/2 Page	7" wide x 4.63" tall	\$910	\$650	\$525
1/3 Page	4.6111" wide x 4.63" tall	\$755	\$495	\$370
1/4 Page	3.48" wide x 4.625" tall	\$675	\$415	\$290
1/6 Page	2.2222" wide x 4.625" tall	\$585	\$325	\$200
Column Inch	2.2222" wide x 0.9" tall	N/A	N/A	\$45
Prime Pages Inside Front Cover, Back Cover, Page 3, Centerfold	8.25" wide x 10.75" tall	\$1,285	\$1,025	\$900

Front Cover Opportunities and Frequency Discounts Available. Call for Details.

Advertising Layout Examples



Contact us regarding any ad question or specs not found here.

*Wagyu World will build your ad at no additional charge. You may also send in camera ready files.
Digital files are accepted in MAC and PC formats: InDesign (properly packaged),
Illustrator, Photoshop and PDF (high resolution).*



Featured Editorial

Wagyu Word

An update from a member of the current American Wagyu Association Board of Directors in order to help keep you abreast of association happenings.

Market Matters

An up close and personal approach to analyzing means to marketing Wagyu. From traditional methods to those who think outside the box, Wagyu World will outline different real world ways to marketing your Wagyu product.

Health and Husbandry

Everything you will need to know from the latest herd health developments to new more efficient feed stuffs. From the pasture, the feedlot, to the final product; this will cover any new scientific revelations and happenings that will make your job much easier and your animals happier and healthier.

Ranch Reach

A profile of a fellow Wagyu breeder; their background, history, cattle program, and what makes each breeder unique. This is a great way to highlight the breeders across the globe in order for us all to get to know them better.

Living Prime

Hot new and trending items to help keep you "living prime"; gift ideas, home décor, to new inventions designed to make ranch living easier. Each issue will hold fabulous finds you won't want to miss.

Out and About

Highlighting the Wagyu community: the latest event coverage, upcoming events calendar, and reports from both shows and sales. This will also feature special reporting from large Wagyu industry events, all incorporated with highlights and photos for those who may have missed out.



Wagyu World Market is the official online marketing tool of **Wagyu World Magazine**.

This email blast is sent out every Wednesday at 9AM PST.
Advertising packages in conjunction with Wagyu World print ads are available, contact us today for more information.

All Ads are 100 words or less

One Week	One Month	After 100 words/limit
\$35	\$100	\$.30/ per word



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