

WAGYU WORLD

FOR ALL THINGS WAGYU

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 & Japan. This includes 3000 + recipients.

Frequency: WAGYU WORLD is published bi-monthly

Advertising Rates Per Issue

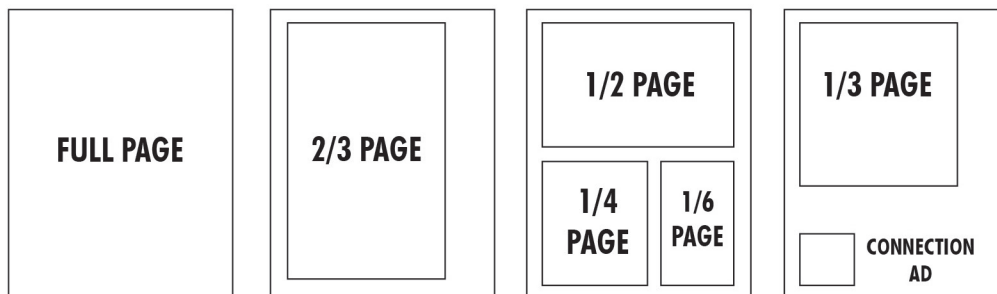
SIZE	DIMENSIONS	FULL COLOR	SPOT COLOR	BLACK & WHITE
Full Page	8.25" wide x 10.75" tall	\$1,500	\$1240	\$1115
2/3 Page	4.6111" wide x 9.5" tall	\$1,340	\$1080	\$955
1/2 Page	7" wide x 4.63" tall	\$1225	\$965	\$840
1/3 Page	4.6111" wide x 4.63" tall	\$1070	\$810	\$685
1/4 Page	3.48" wide x 4.625" tall	\$990	\$730	\$605
1/6 Page	2.2222" wide x 4.625" tall	\$900	\$640	\$515
Prime Pages Inside Front Cover, Back Cover, Page 3, Centerfold	8.25" wide x 10.75" tall	\$1,600	\$1,340	\$1215

Connection Ad only available in full color | 2.2" wide x 2.2" tall | 6 months \$200 | 12 months \$375 |

Frequency Discounts & Contract Packages Available. Call for Details.

**ALL FULL PAGE ADVERTISEMENTS RECEIVE A COMPLIMENTARY E-BLAST
DIGITAL FILE SENT TO ENTIRE DATABASE**

Advertising Layout Examples



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).



WAGYU WORLD Covers It All

FEATURED EDITORIAL

Program Profile

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.

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 market your Wagyu product.

Health & 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.

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 & 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. Plus insights from leadership representing both the American and Australian Wagyu registries.

Behind The Scenes

PUBLISHED BY

The WAGYU WORLD magazine is owned and published by JDA, Inc. This family owned corporation has deep roots to the cattle industry with 60+ years of dedication and knowledge of the purebred cattle business. This includes not only raising cattle but also marketing, promotions and producing numerous cattle publications to service the industry as a whole. With a passion and love for the Wagyu industry, JDA, Inc. is committed to not only growing the breed but supporting all those involved.