

# Beyond the bale

## ADVERTISING RATE CARD 2026

Published by Australian Wool Innovation (AWI), Beyond the Bale is a national magazine posted direct to about 15,000 Australian woolgrowers and wool industry stakeholders and emailed to a further 9,000 recipients. It provides the most effective national medium for advertisers seeking to reach this important audience at a time when wool prices are trading near 3 year highs.

AWI is the research, development (R&D) and marketing organisation for the Australian wool industry. Owned by Australian woolgrowers, AWI invests along the global supply chain for Australian wool – from fibre to fashion – from woolgrowers through to retailers, the use phase of wool products and ultimately their end-of-life.

Beyond the Bale aims to inform woolgrowers of products and practices to reduce the cost of production on their farms through innovation in areas such as sheep health, genetic technologies to breed more productive sheep, pastures and grazing, and shearing.

The magazine also aims to increase awareness of initiatives and activities in wool textiles and marketing to increase the demand for Australian wool.

Australia was built on the sheep's back, and wool continues to rank highly among Australia's agricultural industries. In 2024/25, the gross value of Australian wool production is forecast to be \$2.7 billion.

The magazine is also available online at: [wool.com/btb](http://wool.com/btb)

AUSTRALIAN WOOL INDUSTRY [WOOL.COM](http://WOOL.COM)



# ADVERTISING RATES

Effective January 2026

	Casual	2X
Full page	\$5364	\$5124
Half page	\$3216	\$3060
Third page	\$2160	\$2040
Quarter page	\$1770	\$1680

## PREFERRED POSITIONS

Outside back cover: Plus 20%

Other specified position: Plus 10%

Please note: Inside front cover is not available. Above rates do not include GST. Advertisers who cancel a placement after the booking deadline will be charged 50% of the total placement price. Agency commission: 10%

# BOOKING AND MATERIAL DEADLINES

Publication dates	Booking	Material	Distribution
March 2026	13 January	13 February	9 March
September 2026	14 July	14 August	7 September

## SPECIFICATIONS

Advert	Trim size (mm)	Bleed size (mm)	Type area (mm)
Full page	210w x 297d	216w x 303d	180w x 267d
Half-page horizontal	210w x 148d	216w x 154d	180w x 133d
Half-page vertical	105w x 297d	111w x 303d	90w x 267d
One-third-page horizontal	210w x 99d	216w x 105d	180w x 84d
One-quarter-page vertical	105w x 148d	111w x 154d	90w x 133d

The above rates are for space only and assume print-ready artwork is supplied to the specifications listed. Text and other important page content should appear within the type area.

Material should be supplied as high resolution, print-ready PDF files in CMYK with crop marks and 3mm bleed. The general resolution should be no less than 300dpi. Beyond the Bale will not accept Microsoft Publisher, Word, Excel, PowerPoint, Pagemaker, Corel Draw or QuarkXPress files. Extra charges will apply to Adobe InDesign, Illustrator and Photoshop files.

All fonts must be embedded within the PDF file.

All images to be supplied as jpeg, TIFF or EPS files. Minimum type size 8 point. For full-colour reverse type, minimum type size 10 point.

Artwork under 10MB may be emailed to: [artwork@pulsehub.com.au](mailto:artwork@pulsehub.com.au).  
Artwork over 10MB to be supplied via [hightail.com](https://htail.com) or [dropbox.com](https://dropbox.com) to: [artwork@pulsehub.com.au](mailto:artwork@pulsehub.com.au).

# ADVERTISING CONTACT

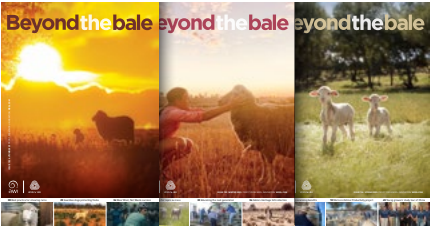


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The word "advertisement" may be used to identify advertising material that in the opinion of Australian Wool Innovation Limited resembles editorial matter.

The advertiser warrants to Australian Wool Innovation Limited that any advertisement that is accepted for publication contains information that is true and correct in all respects, is in no way misleading or deceptive such that it may contravene section 52 of the Trade Practices Act 1974 or any other provision of any law of a State and the Commonwealth, and is otherwise lawful.

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