



LIMOUSIN

British Limousin Cattle Society Ltd
Concorde House, 24 Warwick New Road,
Royal Leamington Spa, Warwickshire
CV32 5JG

18th October 2019

NEW LIMOUSIN ANNUAL JOURNAL 2020 - ADVERTISING OPPORTUNITY

I am writing to offer you the opportunity to advertise in a brand-new Limousin publication, the Limousin Annual Journal. The first edition of this high-quality, A4 glossy publication will be published in the Spring of 2020 with the deadline for advertising bookings the **30th November 2019**.

A new addition to the Society's and Members' promotional materials, this full-colour Journal will be a review of the year's notable Limousin achievements including sales, shows, events, club reports and regional herd competitions, commercial features, technical content, industry comment, Young Breeder reports, facts and figures, and general breed reflection and analysis.

In short it will be all things Limousin and we hope you will support it through advertising for a twelve-month period in a quality publication. The Journal will have a print run of 4,000 of which 2,750 will be posted to the Society's membership of pedigree Limousin breeders. Further copies are sent to targeted commercial beef producers, processors, retailers, wholesalers, butchers, colleges and universities, the agricultural press, young breeders, and international associations. In addition, the Journal will be made available at all sales, shows, and trade events throughout the year where the Society is in attendance.

Enclosed with this mailing you will find an advertising schedule, including prices and details of how to book adverts. There are a range of sizes and prices available starting at £100, and the Journal design team at Ghost (www.ghostds.com) will also be able to put together adverts to meet your requirements within the cost. The closing date for receiving advertising bookings will be **30th November**.

Modern and professional, value-for-money and reaching a widespread industry audience, the Limousin Annual Journal is a first-class vehicle through which to advertise your company, products and services.

If I can help further, please do not hesitate to get in touch.

Best regards,

Richard

Richard Saunders
Interim Breed Secretary

Tel: 02476 696500
Fax: 02476 696716
Email: info@limousin.co.uk
Website: www.limousin.co.uk



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