BEEF 2027 ROCKHAMPTON AUSTRALIA | MAY 2–8
beefaustralia.com.au

Australia's premier beef industry event

BEEF TV

2027 ADVERTISING PROSPECTUS

Beef Australia is proudly supported by our Presenting Partners

Australian Government
Department of Agriculture, Fisheries and Forestry

Queensland Government

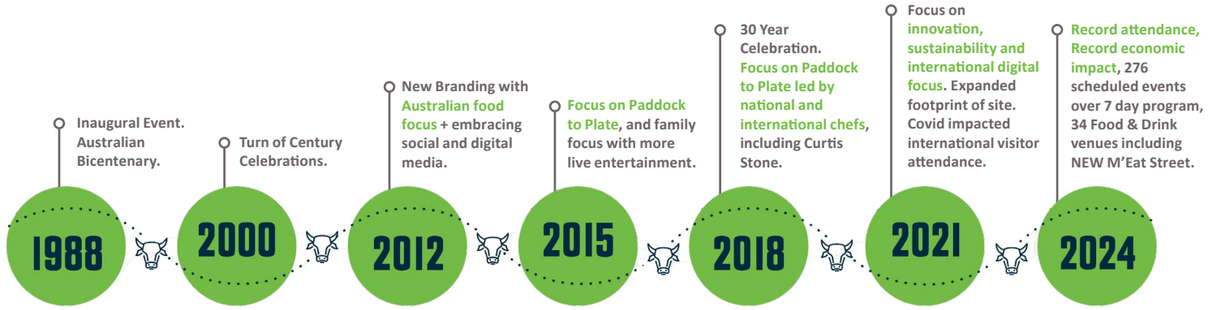
BEEF AUSTRALIA'S HISTORY

Beef Australia's rich history dates back to Australia's bicentennial celebrations in 1988. Originally planned as a 'one off' event, its success was such that the event was held again in 1991. It has since been held every three years and has grown to become the cattle industry's national exhibition. Australia's beef community will again attract national and international attention when it goes on display in Rockhampton, Queensland from 2 to 8 May 2027.

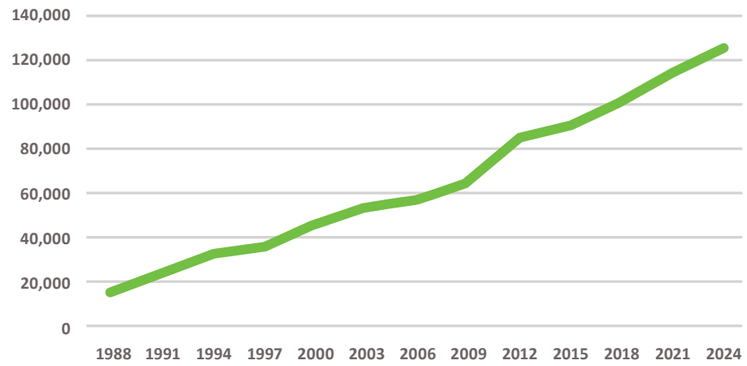
Now the premier event of its kind in the Southern Hemisphere, Beef Australia represents the single best opportunity to communicate positive and pro-active industry messages to not only trading partners, but producers and industry stakeholders from Australia and across the world at one time, in one convenient place.

The event's recognition now extends beyond the beef industry, driving tourism and broader economic benefits for the state and nation. Beef Australia won Gold in the Queensland Tourism Awards for Major Festivals & Events and Food Tourism in 2024 and took out Silver in the Australian Tourism Awards for Major Festivals & Events.

TIMELINE *1988-2024*



ATTENDANCE *Trend*



AWARDS

ABOUT BEEF TV

Hosted by well-known journalist and Channel 9 *Today Show* reporter Andrea Crothers, the eight-hour live program will stream from the heart of Beef2027, exploring hot topics and emerging issues in Australia's beef industry through live interviews and panel discussions with key industry figures. It will also capture all the live action from Centre Ring with its' seven channel Stud Cattle Championship coverage.

Beef TV's 2024 debut redefined live coverage at an Australian premier event, delivering 40 hours of live broadcast with over 285 guest appearances, high-profile interviews, competition coverage, and over 79,000 viewers in Australia and internationally.

Following its success in 2024, Beef TV will return bigger and better than ever at Beef2027 with the live broadcast taking place from 9am- 5pm Monday 3rd May until Friday 7th May.

2024 BEEF TV *at a glance*

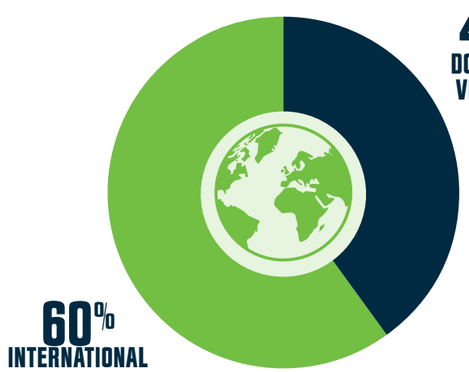


AVG WATCH TIME
13MIN 42 SEC

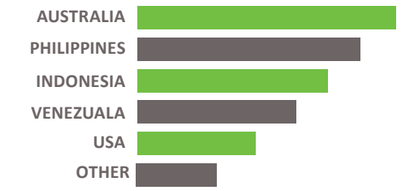
EST. PAID + EARNED IMPRESSIONS
20.1M+

TOTAL AVE
$19.1K USD

YOUTUBE VIEWS
24.1K+



GLOBAL VIEWERS
79,000
LIVE ON BEEFTV.COM.AU



AUSTRALIA'S MOST SENIOR POLITICAL AND INDUSTRY FIGURES CHOOSE BEEF TV TO TALK ABOUT THE FUTURE OF THE INDUSTRY

ADVERTISERS WILL BE FRONT AND CENTRE WITH AUSTRALIA'S BEEF INDUSTRY

LIVE INTERVIEWS

Click the images below to view live interview examples from Beef TV in 2024



Andrea Crothers chats with Former NZ Prime Minister at Beef2024



The Evolution of Beef Australia with Beef Pioneers David and Prue Bondfield

PANEL DISCUSSIONS

Click the images below to view panel discussion examples from Beef TV in 2024



Global Investment Shifts: Insights on Agriculture at Ord Minnett



Climate Control & Understanding Weather Patterns with NCAP at Beef2024

ADVERTISING OPPORTUNITIES

Beef Australia is Australia's premier beef industry event, held every three years in Rockhampton. The 2027 event will run from 2- 8 May, with the Beef TV program live and on air from **Monday, 3 May through till Friday, 7 May.**

We invite all businesses looking to reach our national and international audience to showcase their business, product and/or service through our Beef TV advertising packages as outlined below.

OPPORTUNITY	TOTAL INVESTMENT
LIVE INTERVIEW	
This option provides your representative the opportunity to be interviewed live in the Beef TV studio by our Host/s for up to 10 minutes.	$7,500 + GST
PANEL DISCUSSION	
This option provides your representatives to take part in a facilitated panel discussion live in the Beef TV studio with our Host/s for up to 10 minutes.	$7,500 + GST
15 SECOND TVC - HOURLY	
This option provides you with a slot in our ad schedule, appearing every hour, across 5 days (120 on-air placements).	$5,000 + GST
15 SECOND TVC - TWO HOURLY	
This option provides you with a slot in our ad schedule, appearing every two hours, across 5 days (60 on-air placements).	$3,000 + GST
PACKAGE DEALS	
1 x Live Interview OR 1 x Panel Discussion + 15sec TVC - TWO HOURLY	$10,000 + GST



CONTACT

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