



AVA

AUSTRALIAN VETERINARY ASSOCIATION

Media Kit 2026

Advertise with us

Harness the influence of Australia's only professional association for veterinarians – trusted by your target audience since 1921.

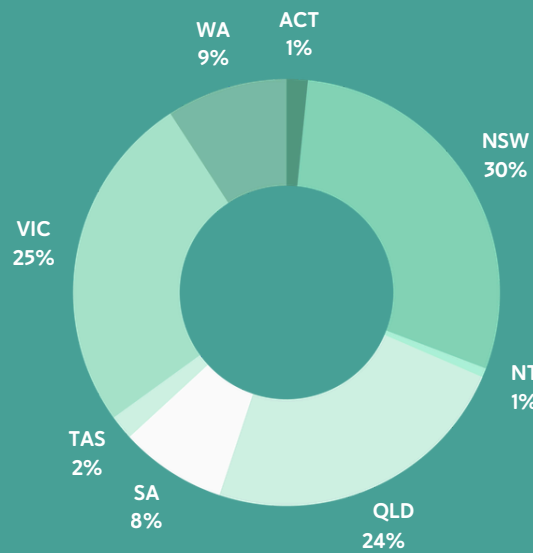
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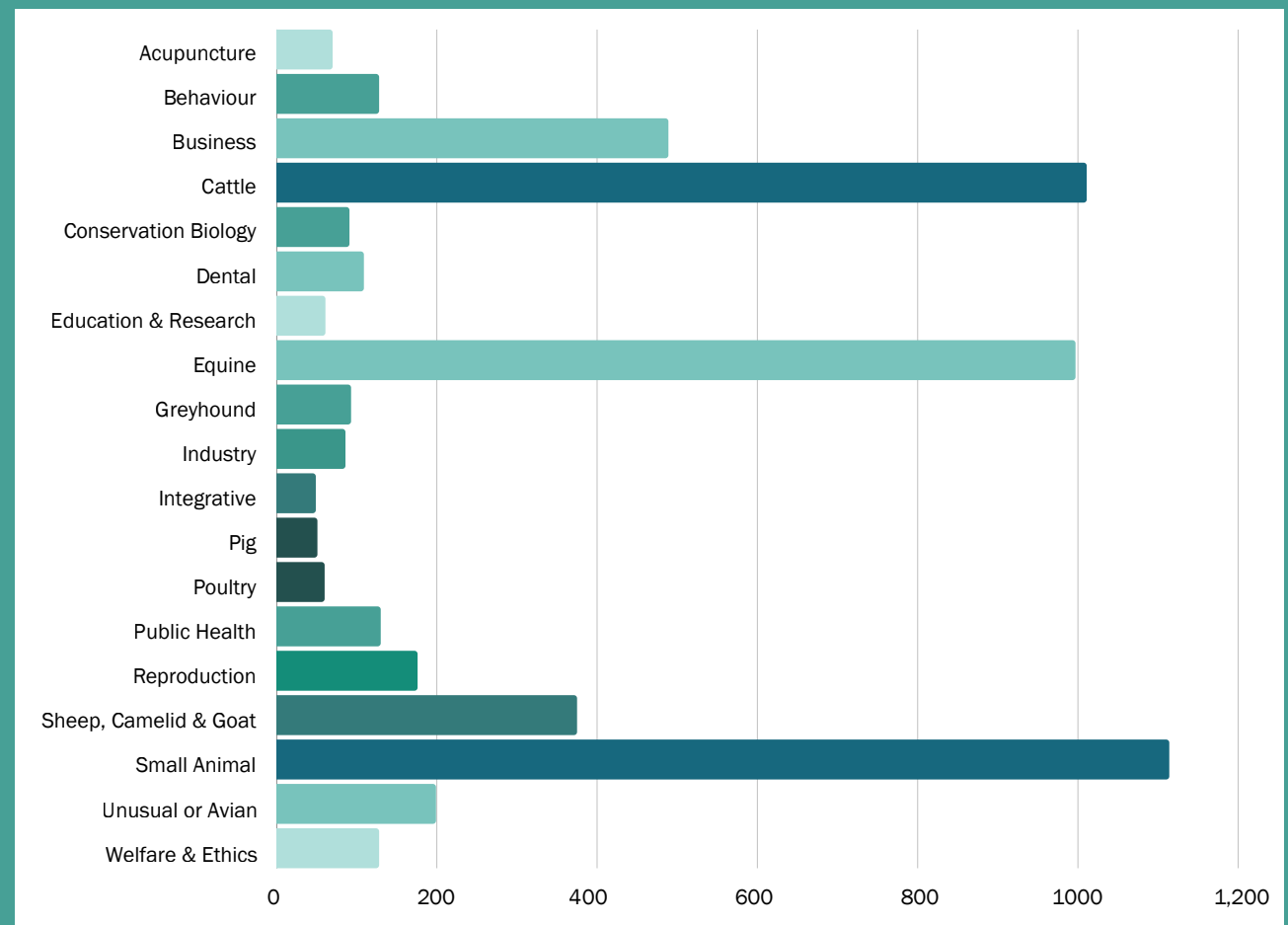


AVA Member Snapshot

State Membership



Membership Interest



1

AVA website

Always-on exposure to thousands of veterinary professionals

Users
293k

Sessions
491k

Page Views
1.11mil

2

Events and Webinars

Direct engagement with audiences

3

Newsletters

Consistent brand presence

4

Print

Lasting impact through collateral in clinics and homes

6

Podcast

NEW! SO I HERD!
Up to 400 listeners a month

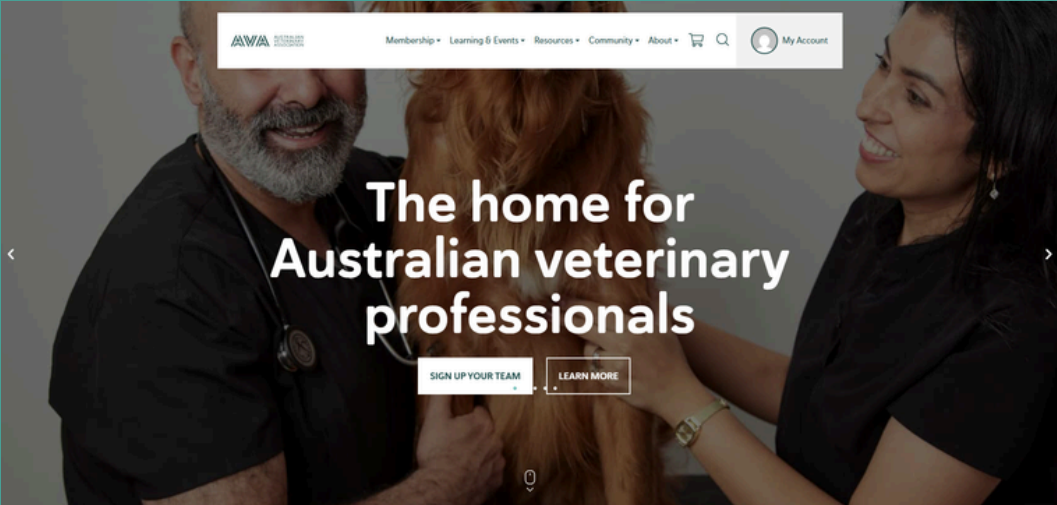
4

Website ava.com.au



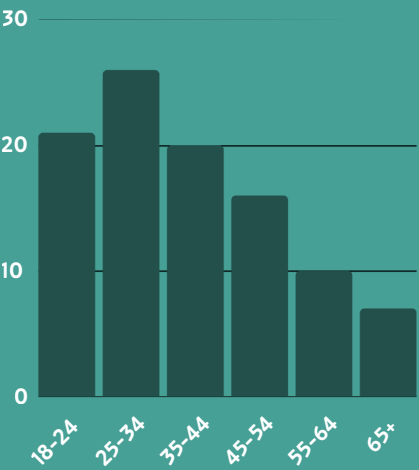
Explore [our new website](#) – launched in June 2026, it has been designed with member feedback to deliver a more intuitive, personalised and connected experience, making it easier to access the resources, opportunities and support that matter most.

Our website is the AVA’s flagship platform and key information source for AVA members and the veterinary profession within Australia. Enjoyed by thousands of users each month across desktop, mobile and tablet, it’s a powerful platform for your brand.



*Figures are annual

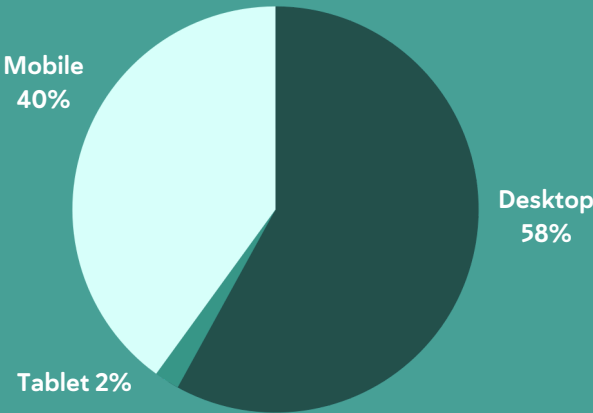
Age



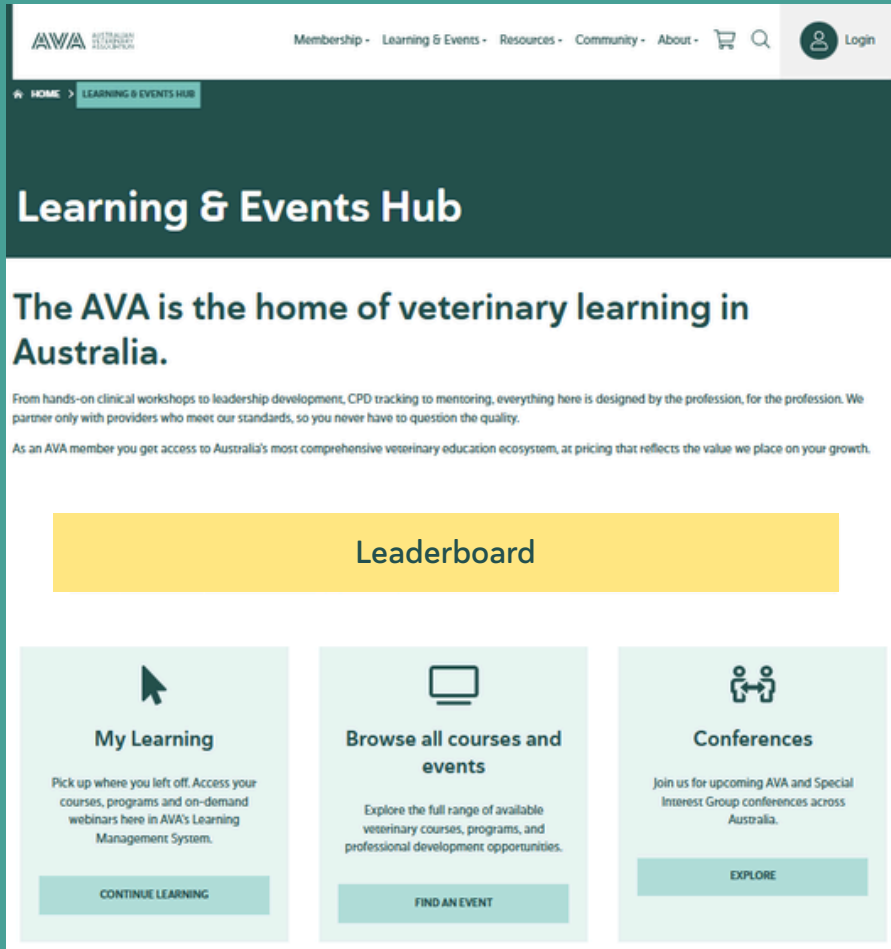
Gender



Device Use



Website ava.com.au



AVA Website Leaderboards

Ad appears across:

- Membership, Resources Hub, Learning & Events Hub, & Contact Us pages

Reach: Approx. 7,000+ / month

Material Specifications:

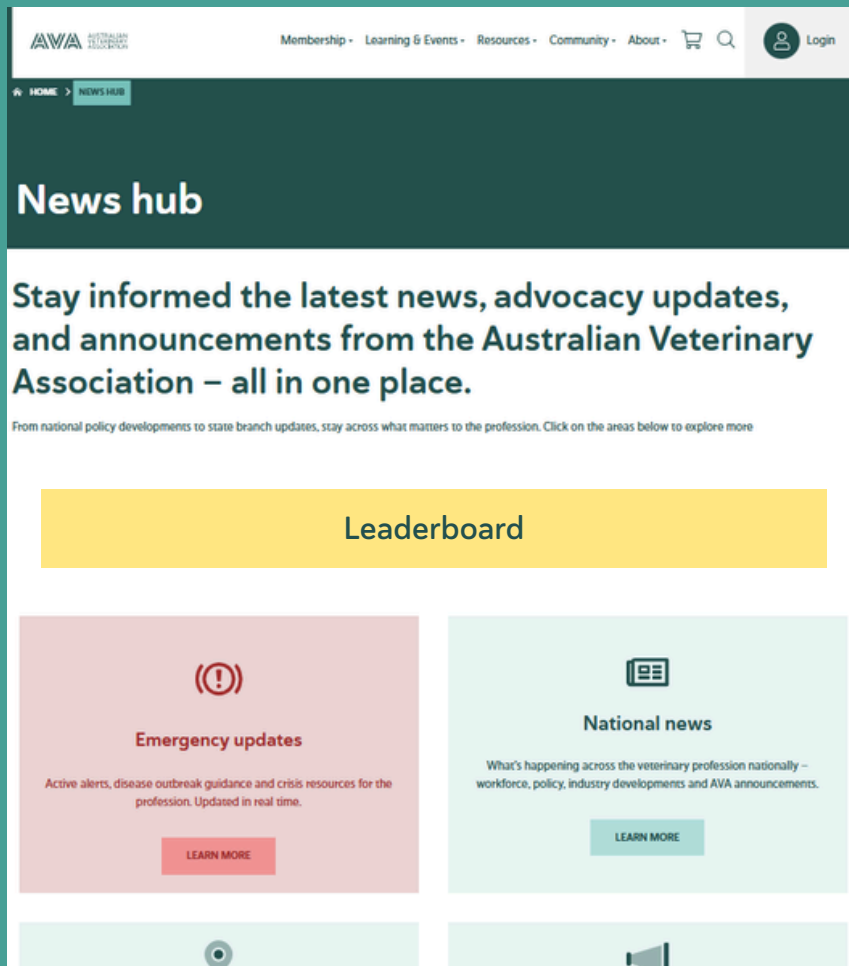
Large leaderboard: 970×90px (desktop) & MREC: 300x250px (mobile)

*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$3,115 / month ex gst

Website ava.com.au



AVA News Leaderboards

Ad appears across:

- News Hub & National News pages

Reach: Approx. 3,500+ / month

Material Specifications:

Large leaderboard: 970×90px (desktop) & MREC: 300x250px (mobile)

*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$2,965/ month ex gst

Website ava.com.au

AVA Advertorial

Article appears within National News page, and link to article for 1 month in AVA Newsletter.

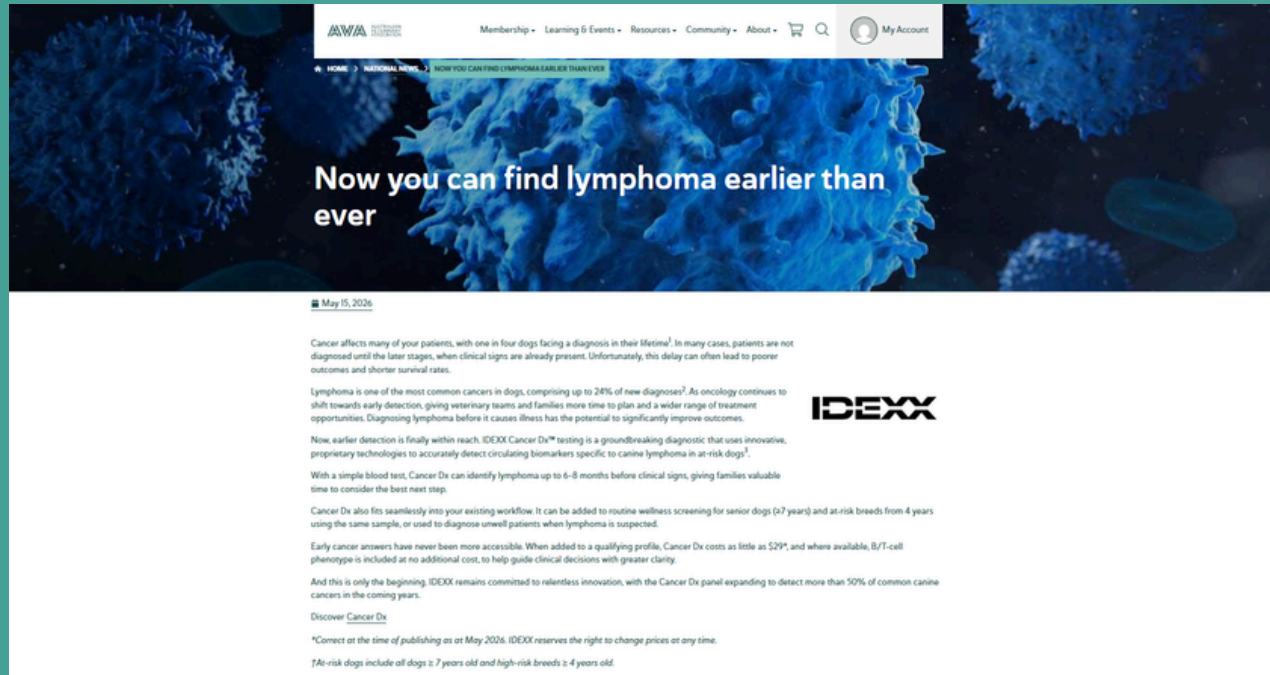
Advertorials tell a more in-depth story and really engage AVA members. They are perfect for educating an audience and explaining the benefits or initiatives behind your product or service.

Material Specifications:

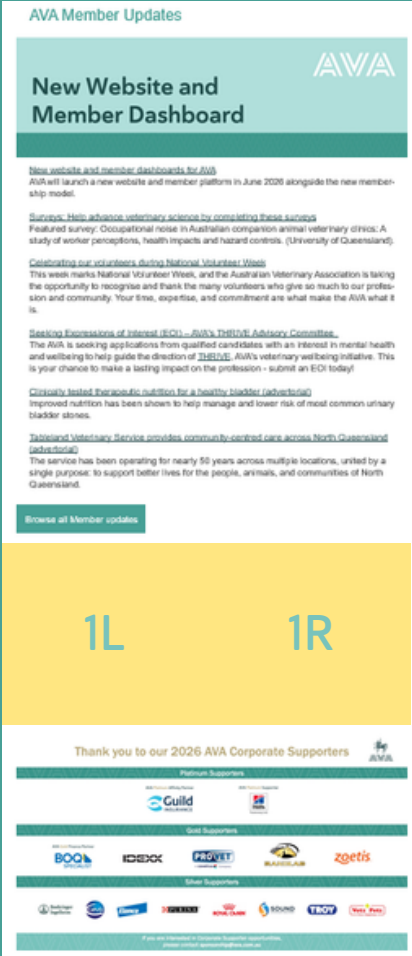
- Title: Max. 8 words
- Body text: Max. 500 words (incl. references)
- Banner/hero image: 1920x1080 px, 72dpi (refer to template for best practice)
- In article images (up to 4): JPEG or PNG. Landscape orientation preferred.
- Logo: PNG or EPS
- Call to action + click-through URL

Pricing: \$3,115/ month ex gst

Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/ medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



AVA Newsletter



AVA National Newsletter

Our weekly national newsletter boasts an average unique open rate of 64% — more than triple the industry standard — so your brand won't just get delivered; it'll get noticed. Every issue puts your message in front of members who trust our content and take action. Whether you're looking to drive sales, boost awareness, or promote a launch; our AVA Newsletter is the perfect channel to turn attention into results.

Material Specifications:

- MREC (Retina): 600x500px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL



Pricing	2 week block (min. 2 sends)	1 month block (min. 4 sends)
Position 1 L or R	\$4,155	\$6,135
Position 2 L or R	\$3,530	\$5,195
Best Available	\$3,115	\$4,675

Pricing ex gst

Divisions



AVA Newsletter

Membership no.
96188

Dear Sophie,

Over the coming weeks, you'll start to see more detail around the new AVA all-inclusive membership options. As we prepare for the renewal period, I want to reflect on how we got here – and why this moment matters for the future of the AVA.

In 2024, we undertook the most extensive engagement of members and the veterinary profession in our history. What came through clearly was a profession that cares deeply about its future but also expects the AVA to evolve to meet modern needs.

You told us that you wanted:

- Affordable membership
- Better technology
- Support for volunteers
- Backing for early career vets
- A focus on what matters
- Inclusive and transparent leadership

Together, we have co-designed a future AVA that reflects these priorities – more flexible, more relevant, more affordable and built to last.

At its heart, the AVA is about people. A community that not only cares for the future of the profession, but actively shapes it – through advocacy, knowledge sharing and support. Increasingly, that connection happens online, and we are investing in technology platforms to make those interactions easier.

But just as importantly, we know that connection in this profession is not just digital – it's personal. That's why moments where we come together matter, and the [AVA Conference](#) is one of the most powerful ways we bring our community to life.

It's where ideas are shared, challenges are unpacked, and the sense of belonging to something bigger is strengthened. Whether you're early in your career or decades into practice, it's an opportunity to step out of the day-to-day, learn and reconnect with colleagues who understand your world.

Come and join us in Brisbane 18-21 May – [Register today](#) and I look forward to seeing you there.



Melissa King
AVA Chief Executive

AVA News

Keynote speaker
Dr Holar Volk



[Browse all NT News](#)

QLD Division News

[Save the date: Darling Downs & South West Queensland Meeting | Success in Rural Practice](#)
Join us in Goondiwindi at O'Shea Royal Hotel for the AVA Darling Downs & South West Queensland Meeting

[AVA Lodges Submission Supporting QLD Draft Standards on S8 Medicine Storage](#)
The AVA has lodged a formal submission to Queensland Health on the Draft Departmental Standard: Secure Storage of Schedule 8 (S8) Medicines.

The AVA strongly supports the draft Standard, particularly its explicit recognition that veterinarians may securely store S8 medicines in vehicles when practising away from fixed registered premises, provided appropriate security outcomes are met. This represents a significant and long-standing advocacy win for the profession, especially for veterinarians working in mobile, afterhours, rural, regional and remote settings.

[Welcoming the AVA QLD Division Executive Committee](#)
The Division Executive Committee plays a vital role in shaping and delivering advocacy, professional support, and engagement for members at a divisional level. The incoming Committee brings a strong mix of experience, passion and commitment to representing members and advancing the veterinary profession.

[Browse all QLD News](#)




Advertisement

SA Division News

[AVA Division Election Results 2026](#)
We are pleased to announce the members of the 2026 SA Division Committee, who will continue to guide SA advocacy and represent member priorities at state and national levels.

PIRSA EAD Preparedness: Engaging with South Australian Veterinarians
The Department of Primary Industries and Regions SA (PIRSA) Emergency Animal Disease (EAD) Preparedness Team is engaging with veterinarians across South Australia to strengthen EAD preparedness and information sharing. Current work includes avian influenza and other priority EADs such as foot-and-mouth disease (FMD), African swine fever (ASF) and lumpy skin disease (LSD). Veterinarians are encouraged to share topic ideas or upcoming events where PIRSA could contribute. Contact: pirsa.animalbio@sa.gov.au

[Browse all SA News](#)

Divisions

AVA Divisions (states & territories) produce content that is included in the weekly AVA National Newsletter, enabling members to receive relevant updates from their state or territory. These updates contain articles focusing on both veterinary and business topics, as well as events. Divisions include: ACT, NSW, NT, QLD, SA, TAS, VIC, WA

Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Unique
Open Rate

64%

Pricing:

\$1,655 ex gst / month (min. 4 sends)

Special Interest Groups

AVA Special Interest Groups

The AVA's Special Interest Groups (SIGs) use their targeted expertise for policy and campaign work as well as offering the clinical and educational support veterinarians need in their daily work. They offer members a targeted resource to support certain skills and interests within the profession. Each SIG shares the vision and purpose of the AVA and contributes to the achievement of the AVA strategic priorities.



See p.19 for AVA Students & Graduates

SIG Category 1: reach approx. 500-2,000+ members/month

- The Australian Small Animal Veterinarians Group
- The Australian Cattle Veterinarian Group
- The Equine Veterinarians Australia Group
- The Veterinary Business Group

SIG Category 2: reach approx. 100-500 members/month

- The Sheep, Camelid and Goat Veterinarians Group
- The Unusual Pet and Avian Veterinarians Group
- The Australian Reproduction Veterinarians Group
- Australian Veterinary Behavioural Medicine
- The Australian Veterinary Dental Society
- The Australian Greyhound Working & Sporting Dog Veterinarians Group
- The Australian Veterinary Acupuncture Group
- The Integrative Veterinarians Australia Group

SIG Category 3: reach up to 200 members/month

- The Australian Veterinarians for Animal Welfare and Ethics Group
- The Australian Veterinarians in Public Health Group
- The Australian Veterinary Conservation Biology Group
- The Australian Veterinarians in Industry Group
- The Veterinarians in Education, Research and Academia Group
- The Australian Pig Veterinarians Group
- The Commercial Poultry Veterinarians Group

Special Interest Groups

a) E-newsletters

Newsletters are sent once a month, Feb-Nov, for each Group

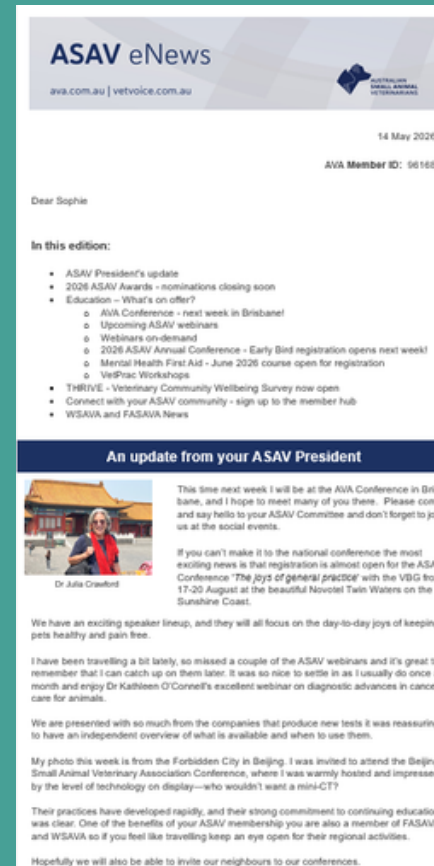
SIG CATEGORY	Category 1	Category 2	Category 3
Position 1 L + R	\$1,555	\$1,035	\$515
Position 2 L + R	\$1,345		
Best Available	\$1,035		

Material Specifications

600 x 500 px, 96DPI and max file size 500kb



Please supply URL
for click-through
Image format: JPEG,
PNG or GIF



Special Interest Groups

b) Print Publications & Online Journals

Small Animal



Companion Magazine

Type: Glossy Print & Online Magazine
Circulation: 1,200 ASAV members
Frequency: Quarterly

Cattle



BULLCHECK® Veterinary Bull Breeding
Soundness Evaluation – 4th Edition



The BullBook

Type: Online manual
Circulation: Approx. 600 downloads / year
Frequency: Updates are intermittent and at the discretion of the editor – ads will remain live for 12 months

Equine



The Australian Equine Veterinarian

Type: Print & Online peer-reviewed journal
Circulation: 1,000 EVA members
Frequency: Bi-annually - Autumn/Spring

Special Interest Groups

b) Print Publications & Online Journals



Specifications

Print & journal specifications vary
Please enquire for more information

Full Page Positioning	Price / issue (ex gst)	Price / issue for 2 or more issues in 1 calendar year (ex gst)
Inside Front Cover	\$3,115	\$2,695
Outside Back Cover	\$2,795	\$2,595
Inside Back Cover	\$2,795	\$2,595
Inside General	\$2,075	\$1,895
Half Page Inside General	\$1,035	\$935
Advertorial	\$2,385	\$2,075
Half Page Advertorial	\$1,245	\$1,035
Loose A5 Insert	\$2,595	\$2,385

Special Interest Groups



Support the conversations that support Australia's cattle industry

c) Podcast Sponsorship

Introducing “So I Herd” – The New ACV Podcast!

The Australian Cattle Vets (ACV), a special interest group of the AVA, has launched an exciting new podcast series: “So I Herd.” Since its debut in July 2025, the podcast has already attracted 1,000+ listeners with audience numbers continuing to grow rapidly as awareness spreads.

Who's it for?

“So I Herd” is designed for cattle vets, veterinary students, and anyone passionate about Australia's beef and dairy industries. Open access and free to listen, the series offers engaging, expert-led conversations on issues that matter to the cattle industry.



Meet the Host

The series is hosted by Prue Adams, award-winning agricultural journalist and former ABC Landline reporter, bringing trusted expertise and a strong industry voice to every episode.

Why it matters

With its strong early uptake and rapidly expanding audience, So I Herd is quickly positioning itself as a go-to resource for knowledge, insights, and stories from across the cattle industry.

Special Interest Groups



Support the conversations that support Australia's cattle industry

c) Podcast Sponsorship

Sponsorship Investment

\$2,390 + GST per podcast episode

or

\$1,995 + GST per episode for sponsorship of 3 or more episodes

As an Exclusive Sponsor of one (1) selected episode in the So I Herd podcast series (minimum six episodes in 2026), you will receive:

On-Air Recognition

- Pre-roll: The host acknowledges your support in the opening remarks, "Thanks to [Sponsor Name] for their support of the ACV's So I Herd podcast."
- Mid-roll: Up to 80 customised words provided by you, read by the host mid-episode, "You're listening to So I Herd, brought to you by [Sponsor Name]... [80-word message]."
- Post-roll: The host thanks your company at the end of the podcast, including a website mention (max 20 words).

Digital Presence

- Sponsorship listing on major podcast platforms for your chosen episode:
 - [Apple Podcasts](#)
 - [Spotify](#)
 - [Podbean](#)
 - [Amazon Music](#)
 - [PlayerFM](#)
 - [iHeartRadio](#)
- One (1) sponsored social media post across each ACV channel:
 - LinkedIn
 - Facebook
 - Instagram
- Sponsor name and logo featured on the AVA website podcast page.
- Sponsor name and logo included in the monthly ACV Moosletter promoting the episode.

Event Recognition

- Sponsor thanked and acknowledged during the ACV Conference 2026 Annual Meeting.
- Sponsor logo displayed on AV screens during the acknowledgment.

Special Interest Groups

d) AVA Webinar Sponsorships

The AVA's webinar program has become a cornerstone of our continuing professional development (CPD) offering, providing members with convenient, high-quality education throughout the year. Delivered regularly by our Special Interest Groups across a broad range of clinical and professional topics, webinars offer a unique opportunity to position your brand directly in front of a highly engaged and targeted veterinary audience. This interactive format enables meaningful brand exposure while aligning your organisation with trusted education and professional excellence.

- Webinars are online, live, and fully interactive
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months

AVA Webinar sponsorships are on offer to an exclusive presenting partner. Sponsorships include:

- Company logo on webinar registration page
- Company logo on all email marketing promotion, with link to website
- Pre-promotion in min. 1 x Education & Events Newsletters sent to 12,000+
- Company logo at beginning of speaker presentation
- Verbal acknowledgement of sponsorship collaboration during webinar
- Company logo on webinar recording in "on demand" section of VetEd library for up to 12 months
- 6 x complimentary registrations for your staff / invitees to participate in webinar
- Statistical reporting provided for every stage of the marketing process (i.e. open rates, click rates)

Sponsorship Cost: \$2,350 ex gst



Webinar content is at the speakers discretion. Sponsors shall have no influence over the speaker in an effort to maintain educational integrity and speaker impartiality.

Special Interest Groups

e) Client Content Webinar Sponsorships

Position your organisation as a trusted industry leader by delivering your own educational content directly to AVA members through an AVA Client Content Webinar. This sponsorship opportunity allows you to showcase your expertise, share valuable insights, and present your chosen speakers in a highly engaging, interactive webinar format. Supported by the AVA and promoted to our extensive member network, Client Content Webinars provide a powerful platform to build brand awareness, demonstrate thought leadership, and connect with a targeted audience of veterinary professionals.

Hosted by us, delivered by you.



- Webinars are online, live, and fully interactive
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months

Sponsorship inclusions:

- Company logo on webinar registration page
- Company logo on all email marketing promotion (incl. SIG and national newsletters) with link to your website of choice
- Pre-promotion in min. 2 x Education and Events Newsletters sent to 12,000+
- Webinar recording to be offered on VetEd "on demand" library for a further 12 months, open to members and non-members
- 6 x complimentary registrations for your staff / invitees to participate in webinar
- Statistical reporting provided for every stage of the marketing process (i.e. open rates, click rates)

Sponsorship Cost: \$4,450 ex gst

Your content will be subject to internal approval, and copy may be subject to editing, with the final decision made by the AVA. All approved material must comply with AVA policy (see p.23), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is a paid webinar ("Brought to you by") and who it has been provided by will appear within the webinar and throughout pre-promotion.

Students & Graduates

Student eNews

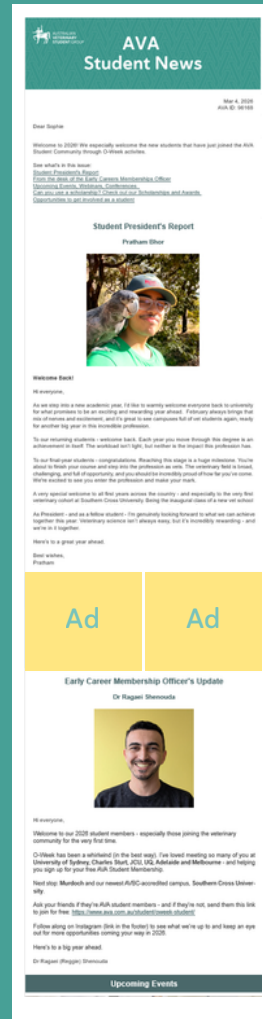
Governed by students for students, The Australian Veterinary Student Group provides member benefits that support and prepare students for practice and professional life, advocating on behalf of students, and facilitating networking opportunities and resources to support their transition to practice.

Unique
Open Rate
58%

Frequency: Quarterly
Members: 2,000
Pricing: \$1,595 ex gst/email
\$4,995 for inclusion in all 4

Material Specifications:

MREC (Retina): 600x500 px,
JPEG, PNG or GIF,
96DPI & max file size 500kb,
please supply click through URL



Graduate eNews

Supporting recent graduates who enter the profession in their first few years is crucial to AVA's work. As the cornerstone of our working veterinary profession, Graduate Members are encouraged to take charge as future leaders. AVA facilitates this through opportunities to volunteer with SIG Division and Committees, Advocacy and Working Groups, and Events to build their portfolio and further their skills. Graduates are provided with additional bespoke benefits, such as the AVA Graduate Mentoring Program, and are our main catalyst for sharing innovation.

Unique
Open Rate
65%

Frequency: Quarterly
Database: 600-700
Pricing: \$1,595 ex gst/email or
\$4,995 for inclusion in all 4



Career Connect



Career Connect is the AVA's dedicated veterinary job site and EDM, connecting talent with opportunity. You can advertise to over 7,000 engaged job seeker's via our Career Connect job alert EDM, sent fortnightly.

Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing:

\$2,250 ex gst / month (min. 2 sends)

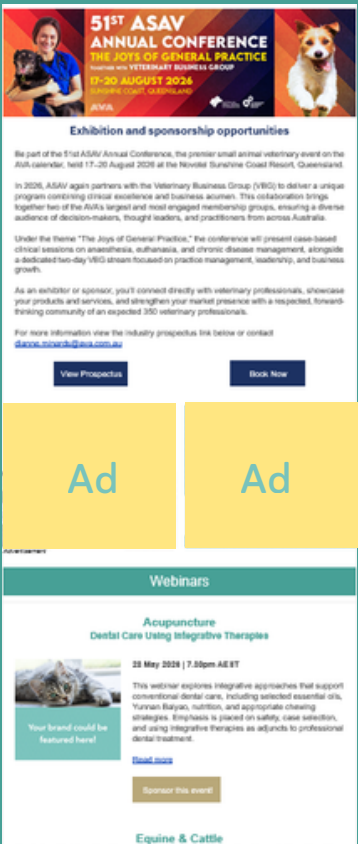
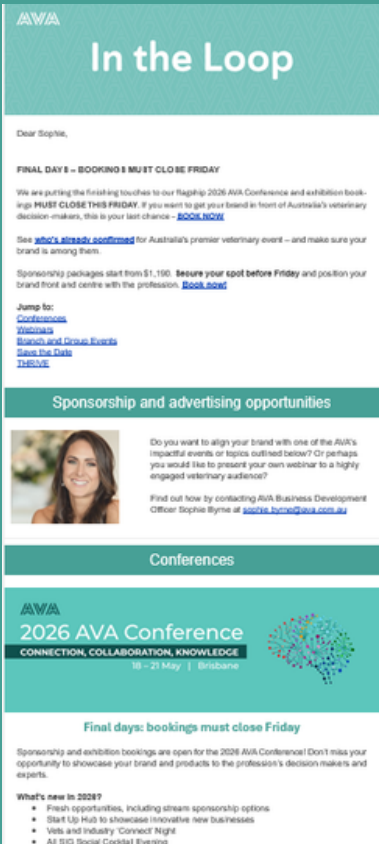
For details on [job postings](https://careerconnect.ava.com.au/) please visit the career connect website <https://careerconnect.ava.com.au/>

Unique
Open Rate

61%



Sponsors & Exhibitors



In the Loop is the AVA's dedicated fortnightly eDM for our valued commercial partners, providing the latest updates on AVA events, professional development opportunities and sponsorship initiatives. Sent to a highly engaged database of approximately 1,450 sponsors, exhibitors and industry partners, In the Loop keeps businesses informed of what's happening across the AVA's learning and events calendar, ensuring they never miss an opportunity to engage with the veterinary profession.

Advertising in In the Loop offers a unique B2B marketing opportunity, enabling you to promote your products, services or partnership offerings directly to organisation's already investing in the veterinary sector. Whether you're looking to generate leads, showcase a new solution, strengthen industry partnerships or raise awareness of your brand, In the Loop provides a targeted platform to reach an audience of commercial decision-makers and industry stakeholders.

Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL



Pricing:

\$1,295 ex gst / month (min. 2 sends)

How to Book

Ready to take your advertising to the next level?

To place your booking please contact AVA Business Development Officer,
Sophie Byrne e: sophie.byrne@ava.com.au | t: (02) 9431 5073

Booking & artwork deadlines:

Digital Display Advertising

Booking deadline: 15th of the month prior

Artwork: 20th of the month prior

Advertorials* / Print

Booking deadline: 10th of the month prior

Artwork: 13th of the month prior



*Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



Advertising Policies

AVA Policy: Love is Blind

Artwork displaying certain animal breeds Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds. The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals.

The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds. Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'. We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved. The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

If you need more information please contact AVA Policy: policy@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

AVA Policy: Marketing Biosecurity

Marketing material used that includes AVA branding developed by AVA needs observe best practice biosecurity principles. The AVA recognises the important role that biosecurity plays in both protecting our members from potentially zoonotic infections and antimicrobial resistant pathogens, and in protecting our patients and clients from spread of disease. The purpose of this policy and procedure is to ensure appropriate biosecurity practices are used in AVA marketing material to promote effective biosecurity practices across the profession.

The AVA will not accept artwork (still or video) that displays images of animals licking people's faces, veterinary staff examining animals or performing procedures on animals without wearing appropriate personal protective equipment. Artwork will be submitted for review and approval a minimum of 2 weeks prior to print deadline or exhibition stand build deadline. The artwork will be reviewed by a veterinary staff member. Please refer to the AVA Website for the full policy and procedure statement.

Terms & Conditions

Any new advertising material has to be approved by the AVA before publication. Positioning may vary on mobile and tablet devices. The Australian Veterinary Association reserves the right to reject any advertisement or copy. The word 'advertisement' will be placed above or below copy that the Association believes warrants such treatment. It is the responsibility of the advertiser to supply the correct files. Artwork must be supplied by the material deadline. Booked material which fails to arrive by the deadline date will be billed at full cost, and where possible the AVA will select a replacement advertisement from previously used material. If no such material exists, other material will be selected. It is the responsibility of the advertiser or agency to ensure the finished artwork is available by the deadline. A client may cancel all or part of a digital or print booking without penalty if written notice is given to the AVA at least 8 weeks' prior to the campaign start date

Advertising Policies

Indemnity

It is the responsibility of the advertiser to ensure that advertisements comply with:

- The Competition and Consumer Act 2010, as amended.
- Any other applicable Commonwealth and State laws.
- Advertising industry voluntary codes of practice including the Australian Association of National Advertisers (AANA) Code of Ethics.
- Advertisers must ensure that advertisements do not conflict with AVA policy.

In accordance with section 84 of the Australian Pesticides and Veterinary Medicines Authority, (APVMA) Agricultural and Veterinary Chemicals Code Regulations (Agvet Codes), persons must not make any claim, or permit any claim to be made in respect of a registered chemical product that is not consistent with the approved label for that product.

It is an offence for advertisers to:

- Advertise an unregistered chemical product unless an application for registration has been lodged with the APVMA and it is stated in the advertisement that the product is not registered and an application has been lodged.
- Make a claim about a product that is inconsistent with an instruction on the approved label for the product.
- Publish information about a product that is false or misleading.

We encourage all advertisers to list the ingredients of the product named in the advertisement.

Sales conditions

Interest may be charged at the rate of 1.5% per month, calculated daily, on any amount that remains unpaid after 60 days from the date of invoice.

**Ready to connect
your brand with your
target audience?**

**Reach out to
sophie.byrne@ava.com.au**