



AB

Alberta Beef

ALBERTA'S #1 BEEF MAGAZINE

Alberta Beef Magazine
2021/2022 Media Kit

Publishing for more than 30 years and devoted to Alberta's beef producing industry, Alberta Beef Magazine has the largest targeted commercial beef circulation into Alberta of any other publication.

WE ARE 100% BEEF PRODUCER TARGETED!

No wasted circulation going to farm homes not in the beef business.
On a per capita basis, you are reaching the largest cattle operations in Alberta.

FRONT COVER ADVERTISING!

2 OR 4 PAGE FRONT COVER PACKAGES:

Alberta Beef Magazine readers' first impressions will be your unique front cover advertisement.

2 PAGE FRONT COVER PACKAGE:

Front cover + inside front cover. \$3685.

4 PAGE FRONT COVER PACKAGE:

Front cover, inside front cover, back page, inside back page. \$5,600.



SHARE THE FRONT COVER

With Alberta's Most Famous Beef People!

	1-3X	4-6X	7-9X	10-12X
Front Cover Banner	\$1970	\$1875	\$1780	\$1695
Front Cover Ear Lug	\$840	\$800	\$765	\$720

'TOP SPOTS' PREMIUM AD PLACEMENTS.

Top Spots are rotating advertisements placed beside the headlines of well-known and respected columnist, articles and story headings and always-referred-to-information. Political & Industry columnists and critics, current hot subjects, events and more!

- Only five Top Spots available per edition.
- Ad space: 1.5" w x 1.75" h
- Full colour
- Minimum 2 edition commitment: \$800 (\$400 per insertion)
- Maximum 5 edition commitment: \$1500 (\$300 per insertion)



E-BLASTS, A GREAT WAY TO REACH MORE CLIENTS.

Our e-Blasts easily and efficiently add 'frequency' to advertising campaigns and is completely complementary to magazine and radio drives!

All Alberta Beef Magazine ads can seamlessly become e-Blast ads and directly link to your websites and videos. Ask your sales representative for more details, costs and schedules.

INSERTS

Target Alberta's commercial cow/calf producers with cost efficient and cost effective inserts. Choose from front cover wraps, multi paged inserts or brochures that are stitched in or stitched as pull-outs, and many more options. Insert rates are available upon request. For more details call us at 403-250-1090 or write to beefmags@gmail.com



DESIGN | PRINTING SERVICES | SPECIAL PROJECTS

Posters, catalogues brochures, advertisements and also web site design ... our In-House Design can bring your concepts or ideas to fruition including full service packages designed to enhance your marketing programs.

Special Projects: We will produce, print, sell and take care of all the necessary details in producing your special projects. Breed association directories, crop manuals, commemorative publications, bull sale and equipment catalogues ... all printed on high quality, durable paper ... for more details reach us at 403-250-1090 or write to beefmags@gmail.com

SIGNS

Farm gate signs, show stalls, vinyl banners, vehicle graphics and trailer wraps, please call for more information at 403-250-1090 or write us at: beefmags@gmail.com

SPECIAL EDITORIAL

January

- Focus on Education
- Alberta Beef Industry Conference



April/May

- Technology (May)
- 4-H Sales and Shows (April & May)



June/July

- The Best of Grass & Herd Nutrition Management



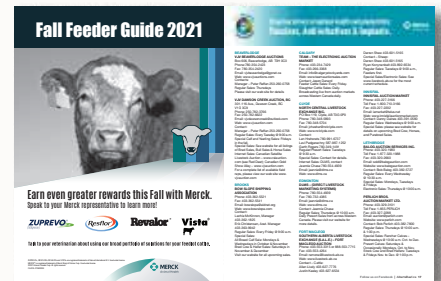
August

- Custom Feedlot Guide
- Women in Agriculture



September or October

- Fall Feeder Auction Market Guide



November

- Environment & Sustainability



December

- Looking back, looking forward



ALBERTA BEEF MAGAZINE SPECIAL ADVERTORIALS

Anniversaries, grand openings, milestones, business expansions, new product launch ... all perfect for a professionally written Alberta Beef Magazine Special Advertorial, Full page: \$2695. Double page \$3975

ALBERTA BEEF MAGAZINE RETAIL RATE CARD 2021/2022

All quoted rates are in Canadian currency, net rates. Gross rates: add 15%. Prices do not include GST.

Closing dates are approximately the 15th of the preceding month. Effective September 1, 2021 to August 31, 2022.

2021 / 2022 ABN RATE CARDM RATES INCLUDE FULL COLOUR			
	1X	6X	12X
1/6	\$1,130	\$880	\$795
1/4	\$1,325	\$1,150	\$1,040
1/3	\$1,740	\$1,555	\$1,340
1/3 Horizontal	\$1,855	\$1,675	\$1,510
Super 1/2	\$2,255	\$2,055	\$1,835
1/2	\$1,990	\$1,805	\$1,610
2/3	\$2,160	\$1,955	\$1,745
Full	\$3,220	\$2,960	\$2,545
Inside Covers	\$3,645	\$3,235	\$2,865
Outside Back Cover	\$4,045	\$3,595	\$3,170
Double Page Spread	\$5,990	\$5,445	\$4,800

BUSINESS CARDS

Spot colour: \$50 Full colour: \$100

	Single	Double
6X B/W	\$510	\$1,020
12X B/W	\$895	\$1,790

2/3 Page Horizontal
7" x 6.25"

Front Cover Banner 7" x 1.25"

Full Page Image Area
7" x 9.5"

Full Page Trim
8" x 10.5"

Double Page Spread Image Area
15" x 9.5"

Double Page Spread Trim*
16" x 10.5"

2/3 Page Vertical
4.583" x 9.5"

1/2 Page Vertical
3.375" x 9.5"

1/3 Page Horizontal 7" x 3"

1/2 Page Horizontal
7" x 4.625"

1/3 Page
Vertical
2.167"
x
9.5"

1/3 Page Square
4.583" x 4.625"

1/2 Page Island
4.583" x 7"

1/6 Page
Vertical
2.167"
x
4.625"

1/4 Page
3.375" x 4.625"

1/6 Page
Horizontal
4.583" x 2.167"

Business Card
2.167" x 1"
Double
Business Card
2.167" x 2"

Ear Lug
3"x 1"

TOP SPOT
1.5"w x
1.75"h

SAVE UP TO 30%*

Alberta Beef Magazine reaches 7,000 Alberta beef producers with each edition. When you bundle your Alberta Beef Magazine advertising with our sister publication, Beef Illustrated, you not only save up to 30% on the Beef Illustrated advertising, you also reach an additional 11,000 beef producers (6,000 producers in Alberta and 5,000 producers in Saskatchewan). The combined circulation of Alberta Beef Magazine and Beef Illustrated delivers to just over 18,000 qualified beef producers. That's value like no other publications can offer.

*Does not apply to Beef Illustrated Super Half Pages.

*Readership of Alberta Beef Magazine is unduplicated to the Beef Illustrated delivery.

*Cannot be combined with any other offers or discounts.

FILE SUBMISSION

- Images must be saved as PDF, tiff, EPS or jpeg at a minimum of 266 dpi. (eps files must have type converted to outlines). Incorrect sizing or specifications of ads will result in an additional charge based on \$60.00 hour.
- Client sending the file accepts responsibility for the accuracy of text and quality of all images. We are able to reproduce any layout if provided with a hard copy, fonts and original images/document.

If you have any questions about our electronic file standards please call 403-250-1090.

Image 7" x 9.5"
Final Trim 8" x 10.5"
Bleed25"
Printing process Web
Resolution 266 DPI

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