

BEEF ILLUSTRATED

2022 2023 Media Kit



BEEF illustrated

Beef Illustrated delivers 100% effective use of every dollar spent to reach your customers – beef producers.

**OVER 85%
AD RESPONSE**

**26+ YEARS
INDUSTRY HISTORY**

100% TARGETED CIRCULATION

Delivered By Addressed Mail Only



Tell your story through one of Beef Illustrated editorial packages!

Your story includes interviews to bring out the important details of your operation/business, headlines and pictures, full colour and design ... plus a half page advertisement

Front Cover:

The front cover package begins on the front cover with headline and pictures, your story completes on the inside with up to two more pictures plus a half page advertisement. Story length: approximately 1200 words. **\$2795**

Inside Story:

Your story will be featured on the inside pages of Beef Illustrated with headline, picture/s plus a quarter page advertisement. Story length: approximately 1000 words. **\$2240**

Double Page Story:

An impressive and eye-catching double page story spread designed to tell your 1200 word story with headline and pictures and a built in half page advertisement. **\$2695**

E-BLASTS

After 26 years of publishing for and about the beef producers of Alberta and Saskatchewan, we have garnered tremendous trust from our readers who view communication/e-Blasts from us as trusted, informative and necessary.

Easily and efficiently adds frequency to advertising campaigns and all Beef Illustrated ads seamlessly convert to e-Blast ads with no extra production costs.

BUDGET SENSITIVE.

Camera ready ads supplied to us are welcome to join the Beef Illustrated e-Blasts!

Cost and size example:

4.5625" x 2.25"

= \$185. 4.5625" x 4.8125" = \$245

2022/2023 Beef Illustrated Ad Sizes, Dimensions, Pricing.

Effective September 1, 2022 to April 30, 2023. All quoted rates are 'Net' Canadian Currency and does not include GST. Gross rates add 15%.

Rates include full colour unless otherwise noted.	1x	4x	7x
Full page	\$2,160	\$1,965	\$1,855
½ page vertical or horizontal	\$1,565	\$1,445	\$1,360
Super ½ page	\$1,880	\$1,740	\$1,740
1/4 page	\$1,095	\$1015	\$955
1/6 page	\$935	\$850	\$795
Front Cover Special Positions. Includes full colour.			
Front Cover Banner	\$875		
Front Cover Ear Lugs	Single \$405 Double \$815		
Business Cards	Spot Colour: \$50 Full colour: \$100	7X Single \$555	7X Double \$1110
Front Cover Story Package	\$2,795		
Inside Story Package	\$2,240		
Double Page Story Package	\$2,610		

MECHANICALS

Double Page Centre Spread.....	21.5" x 15.75"
(Includes the gutter width)	
Full Page.....	5 col. (10.25") x 15.75"
Super 1/2 Page Horizontal.....	4 col (8.15") x 10"
1/2 Page Horizontal.....	5 col (10.25") x 7.375"
1/2 Page Vertical.....	2.5 col (5") x 15"
1/4 Page.....	2.5 col (5") x 7.375"
1/6 Page Horizontal.....	3 col (6") x 4.8125"
1/6 Page Vertical.....	2 col (4") x 7.375"
Front Cover Banner.....	3 col (6") x 3.25"
Front Cover Ear Lugs.....	(3.95") x 1.375"
Business Directory ads.....	1.5 col (3.25") x 1.5"

IMAGE - 10.25" x 15.75"
 Bleeds - No bleeds
 Column Width - 1.85"
 No. of Columns - 5
 Printing Process - Web

Custom sizes are sold at:
 Custom sizes are sold at \$65 per column inch based on 5 columns wide (1.85" per column) x 15.75" deep.

Deadline is the second week of each preceding month.
 Publishing: Jan., Feb., Mar., Apr., Sept., Oct., Nov.

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 files 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

IMPORTANT PRODUCTION MESSAGE!

Special Production Instructions:

When creating black and white ads, ensure that the ad is created using plain black and not four colour or rich black. All images need to be converted to black and white.

In order to avoid registration and dot gain issues when printing on newsprint, attention must be given to small type. Ensure that all black type, even in four colour ads, is created using plain black. Avoid using colour backgrounds with small reverse white type.



SAVE UP TO 30%* Bundle your Beef Illustrated ad with Alberta Beef Magazine and save up to 30% on Beef Illustrated advertising.

Utilizing Beef Illustrated and Alberta Beef Magazine will not only save up to 30% of the Beef Illustrated cost but you will be reaching 18,000 beef producer readers! The combined circulation delivers unsurpassed, unduplicated reach to the largest number of qualified beef producers in Alberta and Saskatchewan.

For more information, call a representative today:

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 P: 403-250-1090 | www.beefnews.com | beefmags@gmail.com