



Alberta Beef Magazine

2024/2025 MEDIA KIT

Alberta's TOP beef publication for over 35 years.

Alberta's top beef publication for over 35 years and offers
100% effective use of every dollar spent reaching your customers – beef producers.

•100% Targeted Circulation •Delivered Only By Name And Address To Alberta's Commercial Cow/Calf Producers And Feedlot Operators.

HIGH VISIBILITY POSITIONS WITH FRONT COVER ADVERTISING!

FALSE FRONT COVERS:

- 2 Page Package: false front cover and inside cover. \$3850. Net, Cdn.
- 4 Page Package, includes false front and back covers and inside covers. \$5725. Net, Cdn.



False Front Cover - Zoetis

Alberta Beef Magazine edition with Front Cover Banner and Ear Lug

False Front Cover Elanco

FRONT COVER BANNER AND EAR LUG:

	1-3X	4-6X	7-9X	10-11X
Front Cover Banner	\$2060	\$1965	\$1910	\$1770
Front Cover Ear Lug	\$875	\$835	\$800	\$755

TARGETED DISTRIBUTION e-BLASTS



Easily add 'frequency' to your advertising message. Alberta Beef Magazine e-Blasts carry the trust and history of 35+ years publishing for and about beef producers. Reaching beef producers and ag suppliers in AB, SK, MB. Ask us for details, costs and schedules.

INSERTS

Insert distribution with Alberta Beef Magazine is targeted to Alberta's commercial cow/calf producers, feedlot operators and seedstock breeders. We offer print and/or distribution with options for poly bagging, stitched-in, pull-outs, hand inserted and more. Insert rates are available upon request. For more details, call us at 403-250-1090 or write to beefmags@gmail.com.

'TOP SPOTS' PREMIUM AD PLACEMENTS.

These eye-catching ad spaces have the unique position of sharing the headlines of stories, articles and columns written by Alberta Beef well known and respected writers.

ONLY 5 TOP SPOT POSITIONS AVAILABLE PER EDITION.

- Ad space: 1.5" w x 1.75" h., includes full colour.
- Minimum 2 edition commitment. Cost: \$860 (\$430 per insertion)
- Maximum 5 edition commitment. Cost: \$1580 (\$316 per insertion)



DESIGN • PRINTING SERVICES • SPECIAL PROJECTS

Breed association directories, crop manuals, commemorative publications, bull sale and equipment catalogues ... our In-House Design will produce, print, sell and take care of all the necessary details in producing your special projects. 403-250-1090 beefmags@gmail.com



SPECIAL EDITORIAL

JANUARY

- A Year In Review • Alberta Beef Industry Conference



SEPTEMBER / OCTOBER

- Auction Market Guide



APRIL / MAY

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



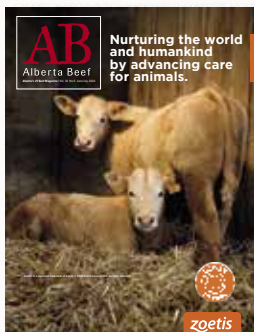
NOVEMBER

- Environment & Sustainability



JUNE / JULY

- The Best of Grass & Herd Health, Nutrition Management



AUGUST

- Custom Feedlot Guide • Women in Agriculture



ALBERTA BEEF MAGAZINE BUSINESS | CATTLE OPERATIONS CORPORATE PROFILES

Anniversaries, grand openings, milestones, business expansions, new product launch ... all perfect for a professionally written Alberta Beef Magazine Special Advertorial. \$2875 full page; double page \$5450.

ALBERTA BEEF MAGAZINE RETAIL RATE CARD 2024/2025

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, 2024 to August 31, 2025.

2024/2025 ABM RATE CARD - RATES INCLUDE FULL COLOUR			
	1X	6X	11X
1/6	\$1180	\$925	\$830
1/4	\$1,390	\$1,205	\$1,085
1/3	\$1,820	\$1,625	\$1,400
1/3 Horizontal	\$1,945	\$1,750	\$1,580
Super 1/2	\$2,360	\$2,150	\$1,920
1/2	\$2,080	\$1,890	\$1,685
2/3	\$2,260	\$2,040	\$1,735
Full	\$3,365	\$3,095	\$2,660
Inside Covers	\$3,720	\$3,300	\$2,925
Outside Back Cover	\$4,125	\$3,670	\$3,235
Double Page Spread	\$6,110	\$5,555	\$4,895



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 25% 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 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.

BUSINESS CARDS

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

	Single	Double
6X B/W	\$535	\$1,065
11X B/W	\$940	\$1,870

2/3 Page Horizontal
7" x 6.25"

NEW! A Full Page Story Package!

Perfect for Cattle Operations and Corporate Profiles.

Includes headline, 600 words of a professionally written story on your business or operation, picture/s and a 1/4 page ad space. \$2875 net.

Full Page Image Area
7" x 9.5"

Full Page Trim
8" x 10.5"
(add 1/4" bleed)

Double Page Spread
Image Area
15" x 9.5"

Double Page Spread Trim
16" x 10.5"
(add 1/4" bleed)

2/3 Page Vertical
4.583" x 9.5"

1/2 Page Vertical
3.375" x 9.5"

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"
Bleed.25"
Printing process. Web
Resolution 266 DPI

PO Box 76070, RPO Millrise, Calgary, AB T2Y 2Z9
P 403-250-1090
www.beefnews.com | beefmags@gmail.com

1/3 Page
Vertical
2.167"
x
9.5"

1/3 Page Horizontal 7" x 3"

1/2 Page Horizontal
7" x 4.625"

1/3 Page Square
4.583" x 4.625"

1/2 Page Island
4.583" x 7"

Business Card
2.167" x 1"

Double
Business Card
2.167" x 2"

Front Cover Banner 7" x 1.25"

1 - 3 X	4 - 6 X	7 - 9 X	10 - 11 X
\$2060	\$1965	\$1910	\$1770

EAR LUG 3"X 1"	1 - 3 X	4 - 6 X	7 - 9 X	10 - 11 X
	\$875	\$835	\$800	\$755

1/4 Page
3.375"
x 4.625"

1/6 Page
Vertical
2.167"
x
4.625"

1/6 Page
Horizontal
4.583" x 2.167"

TOP SPOT
1.5"w x
1.75"h

MINIMUM BUY MAXIMUM BUY

Minimum buy = 2 editions. Total = \$860 (\$430 per insertion)
Maximum buy = 5 editions. Total = \$1580 (\$310 per insertion)