



2024 / 2025 Media Kit



- 100% Targeted Circulation Only to Beef Producers, Giving Your Advertised Message 100% Efficiency.
- Extensive Coverage of the Beef Industry in Alberta and Saskatchewan for 35 Years



Get Results Telling Your Story!

Advertorials deliver!

Story telling is a powerful marketing tool with many benefits – brand awareness – retargeting of existing and past customers. Also provides details into your cattle operation or company history. Simply put – tell your story to beef producers and begin building new customers.

Front Cover Story Package:

Beginning on the front cover of Beef Illustrated (BI) with headline and picture/s and completes on the inside with up to two more photos plus a half page advertisement.

Story length: approx.1200 words. \$2,875 net Cdn.



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

100% TARGETED CIRCULATION

Delivered By Addressed Mail Only

Inside Story Package:

This Inside Story Package is featured on the inside pages of Beef Illustrated with headline, picture(s) and includes a quarter page advertisement. Story length: approx. 1000 words. \$2350 Net Cdn.

Double Page Story Package:

A striking and impressive double page spread designed to feature your 1200 word story and includes headlines, pictures and a half page advertisement. \$2685 Net Cdn.



Retell Your Story To...

ALBERTA BEEF MAGAZINE'S 7,000 BEEF PRODUCERS READERS!

Your story in Beef Illustrated, the details of your operation, your experience and success ... now will be told to Alberta Beef Magazine's 7,000 beef producer readers. With professional editing and design this combination of thought and detail will capture ABM's readers, your customers. \$2875 net Cdn. Includes: full page space, 600 words with headline and picture(s).



2024/2025 Beef Illustrated Ad Sizes, Dimensions, Pricing.

Effective September 1, 2024 to August 31, 2025. 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	\$2,200	\$2,005	\$1,890
½ page vertical or horizontal	\$1,595	\$1,475	\$1,390
Super ½ page		\$1,775	
1/4 page	\$1,115	\$1,035	\$975
1/6 page	\$955	\$870	\$810
Front Cover Special Positions. Includes full colour.			
Front Cover Banner	\$890		
Front Cover Ear Lugs	Single \$420 Double \$830		
Business Cards	Spot Colour: \$50 Full colour: \$100	7X Single \$565	7X Double \$11130
Front Cover Story Package	\$2,850		
Inside Story Package	\$2,330		
Double Page Story Package	\$2,665		

E-BLASTS

Easily add 'frequency' to your advertising message. Beef Illustrated 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.



FRONT COVER POSITIONS



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.

BUNDLES! SAVE UP TO 25%

Bundle your Beef Illustrated (BI) ad with an Alberta Beef Magazine (ABM) ad purchase and **SAVE UP TO 25% on the Beef Illustrated advertisement!**

Utilizing both ABM and BI will not only save you up to 25% of the Beef Illustrated cost, but you will be reaching the full distribution of 18,000 beef producers ... delivering unsurpassed, unduplicated reach to the largest number of qualified beef producers in Alberta and Saskatchewan.

For more information, call a representative today:

PO Box 76060, RPO Millrise, Calgary, AB. T2Y 2Z9
P: 403-250-1090 | www.beefnews.com | beefmags@gmail.com