



2025 / 2026 MEDIA KIT



35 YEARS OF INDUSTRY HISTORY!

100% Targeted Circulation Only to Beef Producers.

Extensive Reach to the Beef Industry in Alberta and Saskatchewan.



THE POWER OF TELLING YOUR STORY.

The power of storytelling as a marketing tool is unmatched! Brand awareness along with the targeting of existing and past customers and capturing the interest of new customers! Your company products and services will be featured, explained and promoted. Create a direct relationship with the beef producer readership of Beef Illustrated in both Alberta and Saskatchewan.

FRONT COVER STORY PACKAGE:

Attract the readers' instant attention with your story on the front cover of Beef Illustrated with headline and picture/s ... and completion on the inside with up to two more photos PLUS a half page advertisement.

Story length: approximately 1200 words. \$2950 net Cdn.

INSIDE STORY PACKAGE:

The Inside Story Package is featured on the inside pages of Beef Illustrated with headline, picture/s and includes a quarter page advertisement.

Story length: approximately 1000 words. \$2398 net Cdn.

DOUBLE PAGE STORY PACKAGE:

Impress the beef producer readers with expansive design utilizing this double page special featuring a 1200 word story, with headlines and pictures and a half page advertisement. \$2745 net Cdn.

Capture the beef producer readers while they are engaged with the content pages of Beef Illustrated with an Inside Story Package or Double Page Story Package:

Retell Your Story to Alberta Beef Magazine's 7,000 Beef Producer Readers!

Your story in Beef Illustrated, with details of your operation, products and services can also be shared with Alberta Beef Magazine's 7,000 beef producers! Professionally edited and designed, your Beef Illustrated story and details will have expanded reach and reaction from beef producer readers! Includes: full page space, 600 words with headline and picture/s. \$2875 net Cdn.



FRONT COVER POSITIONS



FRONT COVER BANNER:
5.75" X 3.7" | \$910 PER.



**FRONT COVER
EARLUGS:**
Single: 3.75" x 1.4"
\$430 per.

Double: 7.75" x 1.4"
\$845 per.

A complex advertisement layout for 'Beef Illustrated'. It includes a photo of a woman, text about the Alberta Farm Animal Care Association (AFAC) being terminated, and an article titled 'Putting the cart before the horse' by Bruce Derkson. The layout is designed to look like a magazine spread.

TOP SPOTS

Be part of headline grabbers with your Top Spot advertisement positioned with columns and articles by Beef Illustrated very popular and well-read columnists, BJ Smith and Bruce Derkson.

Top Spot Measurement: 2" x 1.5"
Cost: minimum buy – 2 Top Spots at \$275 per;
6 Top Spot Package, \$250 per.

A complex advertisement layout for 'Alberta Beef Magazine and Beef Illustrated'. It includes a photo of a cow, text about Bovilis, and a headline 'Looking back. Thinking forward. Driving innovation.'.

E-BLASTS

from Alberta's Most Reliable Source

e-Blasts easily add frequency to your advertising messages and are easy on the budget as well. Beef Illustrated e-Blasts can boast higher than average 'open rates'. Our e-Blasts reach beef producers and ag suppliers in AB, SK, MB. Ask us for details, costs and schedules. All Beef Illustrated advertisements easily convert to e-Blast ads. Ask us for details, costs and schedules.

A complex advertisement layout for 'Alberta Beef Magazine and Beef Illustrated'. It includes a logo for Endovac-Beef, a video player, and text about 'MORE Than Just a Vaccine Anytime, Any Season, All Cattle'.

2025/2026 Beef Illustrated Ad Sizes, Dimensions, Pricing.

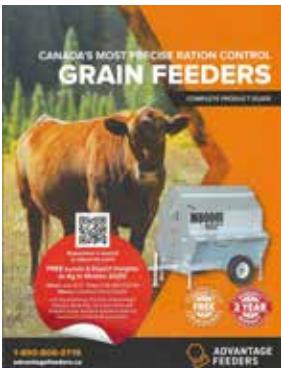
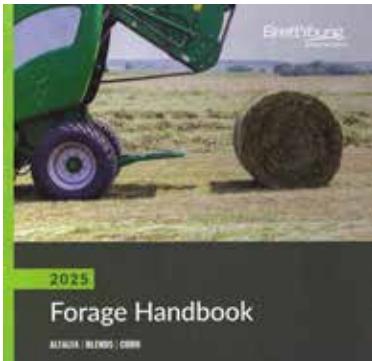
Effective September 1, 2025 to August 31, 2026. All quoted rates are "Net" Canadian Currency and does not include GST. Gross rates, add 15%.

Rates include full colour unless otherwise noted.	1x	4x	7x
Full page	\$2,245	\$2,045	\$1,925
½ page vertical or horizontal	\$1,625	\$1,500	\$1,415
Super ½ page		\$2,245	
1/4 page	\$1,135	\$1,055	\$995
1/6 page	\$975	\$888	\$825

Front Cover Special Positions. Includes full colour.

Front Cover Banner	\$910		
Front Cover Ear Lugs	Single \$430 Double \$845		
Business Cards	Spot Colour: \$50 Full colour: \$100	7X Single \$565	7X Double \$1,130
Front Cover Story Package	\$2,950		
Inside Story Package	\$2,398		
Double Page Story Package	\$2,745		

INSERTS



Inserts distributed with Beef Illustrated are targeted to Alberta and Saskatchewan commercial/cow calf producers, feedlot operators and seedstock breeders. We offer print and distribution or distribution only with options for poly bagging, stitched-in, pull outs or hand inserted. For more details and rates please call us at 403-250-1090 or write us at beefmags@gmail.com.

MECHANICALS

Double Page Centre Spread	19.882" x 15.236"
Full Page	9.45" x 15.236"
Super 1/2 Page Horizontal.....	7.8" x 9.8"
1/2 Horizontal	9.45" x 7.25"
1/2 Vertical.....	4.56" x 14.7"
1/4 Page.....	4.56" x 7.25"
1/6 Horizontal	6.25" x 3"
1/6 Vertical.....	3" x 7.25"
Front Cover Banner.....	5.75" x 3.7"
Front Cover Ear Lug, Double.....	7.75" x 1.4"
Front Cover Ear Lug, Single	3.75" x 1.4"
Business Directory ads, Double	3" x 2.75"
Business Directory ads, Single.....	3" x 1.4"

IMAGE – 9.448" X 15.236" No bleeds

Printing Process – Web

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