



Alberta Beef Magazine

2025/2026 MEDIA KIT

Alberta's Cattle Industry ... First Choice!

35 Years Of Industry History.

No Wasted Circulation To Farm Homes NOT In The Beef Business.

OVER 85% AD RESPONSE. TARGETED ONLY TO BEEF PRODUCERS AND MAILED BY ADDRESSED MAIL ONLY!

HIGH VISIBILITY POSITIONS WITH FRONT COVER ADVERTISING!

FALSE FRONT AND FRONT/BACK PAGE PACKAGES

HIGH VISIBILITY POSITIONS WITH FRONT
AND BACK COVER ADVERTISING POSITIONS!

BRAND NEW!!

- Front and Back Cover Package. **\$5995**. Net, Cdn.
- False Front Cover and Inside False Front Cover. **\$3995**. Net, Cdn.



ALBERTA BEEF MAGAZINE FRONT COVER BANNER and EAR LUG

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

e-BLASTS – FROM ALBERTA'S MOST TRUSTED SOURCE!



e-Blasts easily add frequency to your advertising messages and are easy on the budget as well. Alberta Beef Magazine 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.

INSERTS

Inserts distributed with Alberta Beef Magazine are targeted to Alberta's 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

CORPORATE PROFILES

Suppliers to the beef industry and to the beef producers of Alberta will benefit with a business profile.

- * Be directly involved with the end users. * Products and services can be featured, explained and promoted. * Customer testimonials can be included.
- * Present values, customer service, and direct relationships with the beef producer readership. * Attract new business and support existing business. * Highlight your company's reputation and performance.

For more details please reach us at 403-250-1090 or beefmags@albertabeef.ca

TOP SPOTS

Top Spots are positioned directly with editorial headlines of stories, articles and columns by very well-read writers of Alberta Beef Magazine ... and your Top Spot will benefit by that attention!



- * Only 5 Top Spot are available per edition. 1.5" w x 1.75" h, includes full colour.
- * Minimum 2 edition commitment. \$860 (\$430 per insertion)
- * Maximum 5 edition commitment. \$1580 (\$316 per insertion)

DESIGN • PRINTING SERVICES • SPECIAL PROJECTS

Alberta Beef Magazine's In-House Design produces, prints and takes care of all the necessary details in producing Special Projects ... breed association directories – crop manuals – commemorative publications, bull sale and equipment catalogues and more. For more details please reach us at 403-250-1090 or beefmags@albertabeef.ca

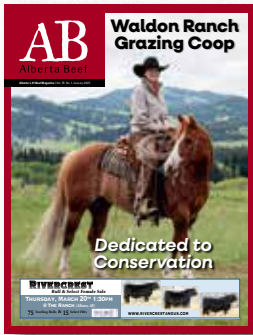


SPECIAL EDITORIAL

JANUARY

• A Year In Review • Alberta Beef Industry Conference

- A Year In Review • Alberta Beef Industry Conference



JANUARY • A Year In Review • Alberta Beef Industry Conference

SEPTEMBER / OCTOBER • Auction Market Guide

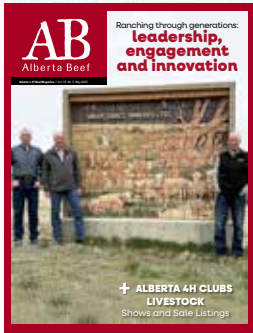
- A Year In Review
- Alberta Beef Industry Conference
- Auction Market Guide



APRIL / MAY

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

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

NOVEMBER • Environment & Sustainability

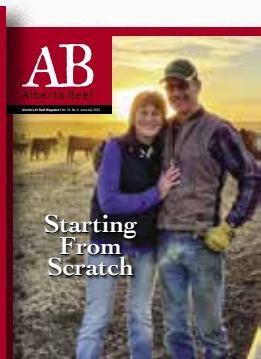
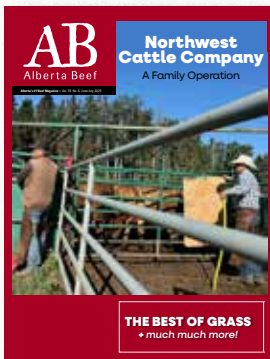
- Technology (May)
- 4-H Sales and Shows (April & May)
- Environment & Sustainability



JUNE / JULY

- The Best of Grass & Herd Health, Nutrition Management

- The Best of Grass & Herd Health, Nutrition Management



JUNE / JULY • The Best of Grass & Herd Health, Nutrition Management

DECEMBER • Looking back, looking ahead

- The Best of Grass & Herd Health, Nutrition Management
- Looking back, looking ahead



AUGUST

- Custom Feedlot Guide
- Women in Agriculture

- Custom Feedlot Guide
- Women in Agriculture



ALBERTA BEEF MAGAZINE RETAIL RATE CARD 2025/2026

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, 2025 to August 31, 2026.

2025/2026 ABM RATE CARD - RATES INCLUDE FULL COLOUR			
	1X	6X	11X
1/6	\$1,204	\$944	\$847
1/4	\$1,418	\$1,229	\$1,107
1/3	\$1,856	\$1,658	\$1,428
1/3 horz	\$1,984	\$1,785	\$1,612
Super 1/2	\$2,407	\$2,193	\$1,958
1/2	\$2,122	\$1,928	\$1,718
2/3	\$2,305	\$2,080	\$1,770
Full	\$3,432	\$3,157	\$2,713
Inside Covers	\$3,794	\$3,366	\$2,984
Outside Back Cover	\$4,208	\$3,743	\$3,398
Double Page Spread	\$6,232	\$5,661	\$4,993



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	\$546	\$1,086
11X B/W	\$959	\$1,907

2/3 Page Horizontal
7" x 6.25"

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)