



# *Alberta Beef Magazine*

## *2020/2021 Media Kit*

Publishing for more than 29 years and devoted to Alberta's beef producing industry, Alberta Beef Magazine has the largest targeted commercial beef circulation into Alberta of any other publication.

# WE ARE 100% BEEF!

By advertising in Alberta Beef Magazine you are reaching on a per capita basis, the largest cattle operations in Alberta.

## FRONT COVER ADVERTISING!

### THE POWER OF FRONT COVERS!

Your distinct front cover will be our readers' first impressions. And impressions keep on growing with our Alberta Beef Magazine on the inside holding the great profiles, stories and articles the readers enjoy and rely on. Your front cover will be seen for weeks and months to come as our readers retain Alberta Beef Magazine for more than 2 months.

### 2 OR 4 PAGE FRONT COVER PACKAGES TO CHOOSE FROM.

This unique front cover package offers impressive reach delivering to 7,000 producer homes with an average of 2+ readers per household. You reach 14,000 beef producers, some could be your "new" customers!

**2 Page Front Cover Package:**  
\$3,685 net.

**4 Page Front Cover Package:**  
\$5,600 net.

Contact your sales representative for ad specifics and availabilities.



### 'TOP SPOTS' PREMIUM AD PLACEMENTS.

Top Spots are rotating advertising placements attached to well-known and respected columns, articles and story headings plus always-referred-to information.

- Political & Industry columnists
- Current hot subjects
- Ag financial experts
- Sustainability / Environment
- Table of Contents
- Events and more!

Only five Top Spots available per edition.

**Ad space:** 1.5" w x 1.75" h, full colour. \$225 per insertion. Minimum 5 edition commitment \$1,125 net.



### SHARE THE FRONT COVER

*With Alberta's Most Famous Beef People!*

	1-3X	4-6X	7-9X	10-12X
Front Cover Banner	\$1970	\$1875	\$1780	\$1695
Front Cover Ear Lug	\$840	\$800	\$765	\$720

### INSERTS

Efficient and cost effective method of targeting Alberta's largest commercial cow/calf producers with multi-paged inserts or company brochures! Design services available. Insert rates upon request. Call us at 403-250-1090 for more details.



### SPECIAL PROJECTS

Lets us produce, print, sell and take care of all the necessary details in producing your breed associations personal directory. Includes maps of producer locations, farm/ranch directions, membership listings and more. All printed on high quality, durable paper for longevity.

### IN-HOUSE DESIGN

Posters, catalogues, brochures, advertisements and also web site design ... our In-House Design can bring your concepts or ideas to fruition including full service packages designed to enhance your marketing programs.

### SIGNS

Farm gate signs, show stalls, vinyl banners, vehicle graphics and trailer wraps, **please call for more information at 403-250-1090 or write us at: beefmags@albertabeef.ca**

### E-BLASTS A GREAT WAY TO REACH MORE CLIENTS!

Readily accepted by recipients due to high trust level from more than 28 years of publishing for and about the beef producers of Alberta and Saskatchewan. All Alberta Beef Magazine and Beef Illustrated ads can be e-Blast ads and directly link to your websites and videos! Ask your sales representative for details and pricing!

### BUDGET SENSITIVE!

#### Camera Ready Ads Supplied To Us:

A camera ready ad that has not published with us and supplied camera ready 4.5625" x 2.25" ... \$185

**Word Ads:** \$120 Allows approx. 75 words that can include full description of your product/services, contact information and a full colour logo.





# SPONSORSHIP OPPORTUNITIES

Sponsorship of the topics and areas of special importance to the readers, enhances your company's relationships with the beef producer readers of Alberta Beef Magazine.

- 4-H Shows and Sales • Events • Breed Features • Custom Feedlot Guide
- Fall Feeder Guide • Commodities Column

## SPECIAL EDITORIAL

### January

- Focus on Education
- Alberta Beef Industry Conference



### March • Farm Safety



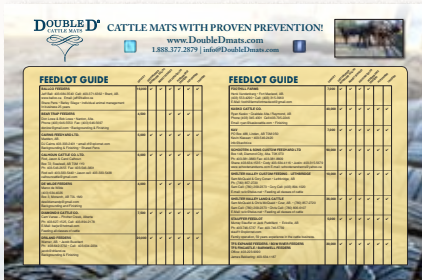
### April/May

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



### August

- Custom Feedlot Guide • Women in Agriculture



### September or October

- Fall Feeder Guide



### November

- Environment & Sustainability



### December

- Looking back, looking forward



## ALBERTA BEEF MAGAZINE SPECIAL ADVERTORIALS

Anniversaries, grand openings, milestones, business expansions, new product launch ... all perfect for an Alberta Beef Magazine Special Advertorial. Full page story professionally written, \$2650.



# ALBERTA BEEF MAGAZINE RETAIL RATE CARD 2020/2021

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, 2020 to August 31, 2021.

## 2020/2021 ABM RATE CARD, RATES INCLUDE FULL COLOUR.

	1X	3X	6X	9X	12X
1/6	\$1110	\$940	\$865	\$825	\$780
1 / 4	\$1,300	\$1,220	\$1,125	\$1,070	\$1,020
1/3	\$1,705	\$1,615	\$1,525	\$1,415	\$1,315
1/3 Horizontal	\$1,820	\$1,770	\$1,640	\$1,555	\$1,480
Super 1/2	\$2,210	\$2,120	\$2,015	\$1,910	\$1,800
1/2	\$1,950	\$1,860	\$1,770	\$1,675	\$1,575
2/3	\$2,120	\$2,020	\$1,915	\$1,815	\$1,710
Full page	\$3,155	\$3,030	\$2,900	\$2,700	\$2,495
Inside cover	\$3,575	\$3,385	\$3,170	\$2,980	\$2,810
OBC	\$3,965	\$3,740	\$3,525	\$3,310	\$3,110
DPS	\$5,875	\$5,615	\$5,340	\$5,025	\$4,710

### BUSINESS CARDS

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

	Single	Double
6X B/W	\$510	\$1,020
12X B/W	\$895	\$1,790

2/3 Page Horizontal  
7" x 6.25"

Front Cover Banner 7" x 1.25"

Full Page Image Area  
7" x 9.5"

Full Page Trim  
8" x 10.5"

Double Page Spread Image Area  
15" x 9.5"

Double Page Spread Trim\*  
16" x 10.5"

2/3 Page Vertical  
4.583" x 9.5"

1/2 Page Vertical  
3.375" x 9.5"

1/3 Page Horizontal 7" x 3"

1/2 Page Horizontal  
7" x 4.625"

1/3 Page  
Vertical  
2.167"  
x  
9.5"

1/3 Page Square  
4.583" x 4.625"

1/2 Page Island  
4.583" x 7"

1/6 Page  
Vertical  
2.167"  
x  
4.625"

Business Card  
2.167" x 1"  
Double  
Business Card  
2.167" x 2"

Ear Lug  
3"x 1"

1/4 Page  
3.375" x 4.625"

1/6 Page  
Horizontal  
4.583" x 2.167"

# SAVE UP TO 30%\*

Alberta Beef Magazine reaches 7,000 Alberta beef producers with each edition. When you bundle your Alberta Beef Magazine advertising with Beef Illustrated you not only save up to 30% 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 to just over 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.

## 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.ca

TOP SPOT  
1.5"w x  
1.75"h