

# 2024 MEDIA KIT

## FEED-LOT

### Frequency

8x per year

### Circulation

9,641

### Editors

1

### ROP Splits

Talk to your rep

### Insert Splits

Demo

State



COW-CALF | STOCKER | FEEDLOT HIGHLIGHTS



J.L. FARMAKIS, INC.  
LOCAL MEDIA THAT MOVES FARMERS

# DIFFERENTIATION

## Differentiation – Put your ad dollars to work!

It is not about quantity, but the quality of who receives the magazine. Know that your marketing dollars are reaching producers who are in business and can invest in your products.

Feedlot readers are like all of us, emails and phone calls dominate the majority of their days. A consistent message from our readership research confirms that **Feed-Lot Magazine**:

- Delivers an editorial product with short/concise articles that provide information to help keep producers in business and to ultimately make them more profitable
- #1 publication of choice of key decision makers – may be multiple per operation
- First picked up, first read, most useful, purchase products from ads they see

**Feed-Lot's** audience continues to spend even in tough times. Our readers plan to spend over \$400 Million dollars on their operations within the next 12 months.

### **Feed-Lot's total percentage of subscribers:**

Feedlot = 56.3%

Cow/calf = 54.2%

Stocker Grower = 40.6%

Seedstocker = 26.6%

Veterinarians/Consultants/Nutritionists = 11.2%

Highly qualified, opt-in, digital options bring frequency to your message at a reasonable cost.

*Feed-Lot eNews:*

is sent out to 27,200+ Feeder and Stocker producers **every Wednesday** (21% average open rate).

*Your Cattle eNews:*

is sent out to 28,200+ Stocker/Cow Calf producers **every other Tuesday** (20% + open rate).

### **PUBLISHING SCHEDULE** – 8x per year:

- January, February, March, April/May, June, August, September/October, and November



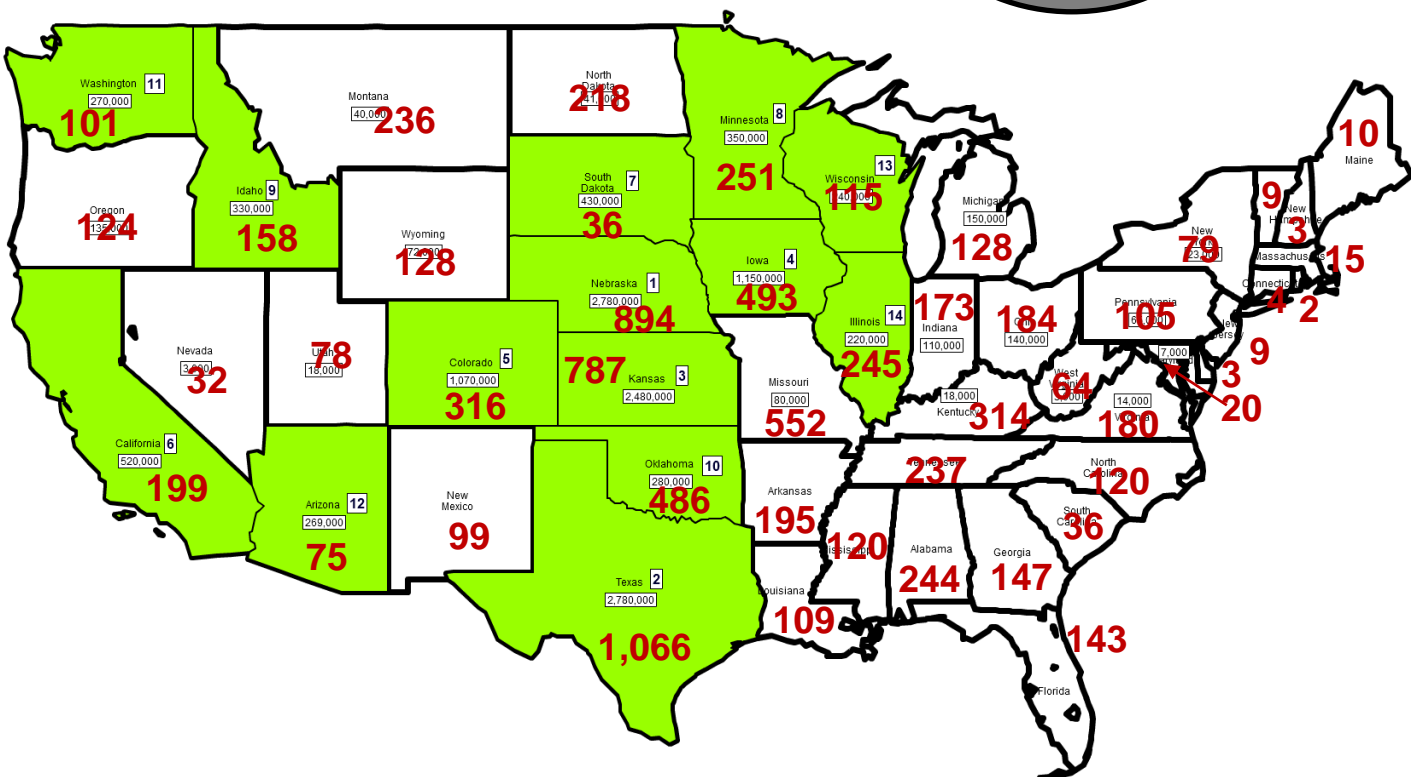
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# 2024 CIRCULATION MAP

**TOTAL  
CIRCULATION  
9,641**



Light green colored states =  
top 14 states with most cattle on feed as of 1/2023



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# 2024 CIRCULATION BY STATE

<u>STATE</u>	<u>CIRCULATION</u>
Alaska	0
Alabama	244
Arizona	75
Arkansas	195
California	199
Colorado	316
Connecticut	4
Dist of Columbia	2
Delaware	3
Florida	143
Georgia	147
Hawaii	8
Iowa	493
Idaho	158
Illinois	245
Indiana	173
Kansas	787
Kentucky	314
Louisiana	109
Massachusetts	15
Maryland	20
Maine	10
Michigan	128
Minnesota	251
Missouri	552
Mississippi	116

<u>STATE</u>	<u>CIRCULATION</u>
Montana	223
North Carolina	119
North Dakota	206
Nebraska	833
New Hampshire	2
New Jersey	8
New Mexico	103
Nevado	32
New York	85
Ohio	167
Oklahoma	478
Oregon	122
Pennsylvania	95
Rhode Island	2
South Carolina	44
South Dakota	351
Tennessee	243
Texas	1,091
Utah	83
Virginia	182
Vermont	9
Washington	113
Wisconsin	142
West Virginia	66
Wyoming	135

**TOTAL**

**9,641**



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# 2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

Our editorial schedule is largely seasonal, focusing on timely topics important to the livestock industry. Every issue includes articles that are relevant to cattlemen's concerns at that time of year.

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Special Features</u>	<u>Editorial Themes</u>
January	1/5/24	12/1/23	12/4/23	Industry & Innovation	SPECIAL ISSUE: NCBA Preview Issue - Copies distributed at Show
February	2/9/24	1/5/24	1/8/24	Spring Calving	Spring issues features articles on health; nutrition options with available feedstuffs/costs; industry issues; retained owner options; grazing topics; spring calving and breeding; employee management; environmental management and market updates.
March	3/15/24	2/9/24	2/12/24		
April / May	4/5/24	3/1/24	3/4/24		
June	6/7/24	5/3/24	5/6/24	Pest & Parasite Control	SPECIAL ISSUE
August	8/9/24	7/5/24	7/8/24		Fall issues focus on the Fall run of cattle; nutritional topics for starting cattle; backgrounding; pasture cattle updates; health issues; fall calving; winter prep; employee management; environmental management and market updates.
September / October	9/6/24	8/2/24	8/5/24		
November	11/8/24	10/4/24	10/7/24	Innovation	

*All dates are for ROP (run of press) placements. All Inserts and Cover Wrap materials are due 3 weeks earlier than date listed. Cancellations or changes are not accepted after published closing date. Covers and Insert cancellations cannot be accepted on less than 60 days notice preceding the publication date.*



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# AD SPECS

## Color Specs: CMYK

All B&W print must be 100% true black, not a 4C-processed black.

### Minimum point size for reverse type within a process color fill:

- San Serif: 10 pt for bold type and 11 pt for regular
- Serif: 12 pt for bold type and 13 pt for regular

### Ad Sizes (width x height)

### Exact Decimal Dimensions \*\*

<u>Ad Sizes</u> (width x height)		Exact Decimal Dimensions **
1/4 Page Horizontal	4 1/2" x 3 3/8"	4.583" x 3.375"
1/4 Page Vertical	3 3/8" x 4 7/8"	3.375" x 4.875"
1/3 Page Horizontal	7" x 3 1/4"	7" x 3.25"
1/3 Page Vertical	2 1/8" x 9 3/4"	2.167" x 9.667"
1/3 Page Square	4 1/2" x 4 7/8"	4.583" x 4.875"
1/2 Page Horizontal w/Bleed *	8" x 5 1/2"	8" x 5.458" trim size
1/2 Page Horizontal	7" x 4 7/8"	7" x 4.875"
1/2 Page Vertical w/Bleed *	3 3/8" x 10 3/4"	3.38" x 10.75" trim size
1/2 Page Vertical	3 3/8" x 9 3/4"	3.375" x 9.667"
1/2 Page Island	4 1/2" x 7 1/2"	4.583" x 7.5"
2/3 Page	4 1/2" x 9 3/4"	4.583" x 9.667"
Full Page w/Bleed *	8" x 10 3/4"	8" x 10.75" trim size
Full Page	7" x 10"	7" x 10"
Two Page Spread w/Bleed *	16" x 10 3/4"	16" x 10.75" trim size
Two Page Spread	15" x 10"	15" x 10"

\* Ad size represents magazine trim size. Add 1/8" bleed on all sides

Live safety area on bleed ad is 1/4" to 1/2" inside of trim. SWOP printing standards recommend no copy within 1/4" inside of trim

\*\* Approximate fraction represents ad size rounded to closest 1/8". When building actual ad please refer to exact decimal

## ADVERTISING REQUIREMENTS

Press quality PDFs are preferred, and can be emailed to [anne@jlfarmakis.com](mailto:anne@jlfarmakis.com). Large ad files can be sent via WeTransfer (a free internet service): [www.WeTransfer.com](http://www.WeTransfer.com)

Live or working files in most high-end programs are accepted.



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