

The Cattle Connection

Media Kit *Print & Digital - 2022*

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REPRESENTED BY THE POWELL GROUP

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Introduction

The Cattle Connection is a publications network comprised of the nation's leading cattle magazines. The vast majority of the publications in the network are state cattle association magazines, with each being individually edited and published as the official communication piece between the association and their respective membership. Rounding out the titles in the network are several strategically circulated regional magazines that have non state cattle association affiliation, yet have tremendous readership following among cattle farmers. The combined Cattle Connection circulation, exceeding 90,000 unduplicated readers, provides an ideal audience to promote your brand, product, and services!

The Cattle Connection gives you the flexibility to make a "national" buy or target specific states based on your product and its targeted audience. No other medium offers you this readership reach with such flexibility and convenience.

The Powell Group looks forward to working with you in reaching your customers through The Cattle Connection!

Magazines & Circulation

Magazine	Circulation
American Beef Producer (MN & WI) ** formerly Midwest Beef	15,000
California Cattleman	6,000
Colorado Cattle Guard	2,500
Idaho Cattleman	1,100
Livestock Weekly (TX)	15,000
Midwest Cattleman (MO & KS)	20,000
Nebraska Cattleman	15,400
Oklahoma Cowman	5,410
Oregon Cattleman	2,450
South Dakota Stockgrowers	4,000
Washington Ketch Pen	2,450
Wyoming Cow Country	1,200
Total Circulation:	90,510

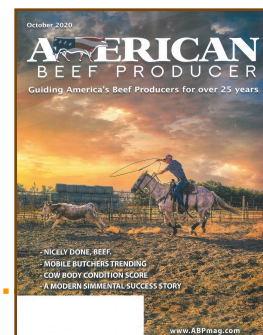
Publication Schedule

PUBLICATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
American Beef Producer (formerly Mid-west Beef)												
California												
Colorado												
Idaho												
Livestock Weekly	*	*	*	*	*	*	*	*	*	*	*	*
Midwest Cattleman		2		2				2		2		
Nebraska												
Oklahoma												
Oregon												
South Dakota												
Washington												
Wyoming												

American Beef Producer (MN & WI)

***formally Midwest Beef**

15,000+ Circulation



Publishing Schedule

Jan	Feb	March	April	May/June		Aug	Sept	Oct	Nov	Dec
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Advertising Rates

MIDWEST BEEF						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,000	\$835	\$970	\$810	\$950	\$793
2/3 Page	\$910	\$682	\$883	\$662	\$865	\$648
1/2 Page	\$715	\$550	\$694	\$534	\$679	\$523
1/3 Page	\$650	\$480	\$631	\$466	\$618	\$456

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.25 x 10	4.75 x 10	7.25 x 4.875 or 3.5 x 10 or 4.75 x 7.375	4.75 x 4.875 or 2.32 x 10

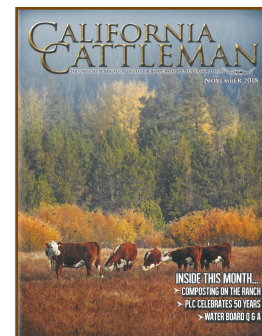
Live Area: 7.25" x 10"; Bleed: 8.75 x 11.25"; Trim: 8.375" x 10.875"

American Beef Producer - Digital

Facebook:	44 followers
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California Cattleman

6,000+ Circulation



Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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Advertising Rates

CALIFORNIA CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,563	\$1,031	\$1,516	\$1,000	\$1,485	\$979
2/3 Page	\$1,356	\$900	\$1,315	\$873	\$1,288	\$855
1/2 Page	\$1,094	\$594	\$1,061	\$576	\$1,039	\$564
1/3 Page	\$938	\$440	\$910	\$427	\$891	\$418

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
8.25 X 10.75 plus .125" for bleed	4.75 X 10"	7.5 X 4.75 w no bleed (Vert or Horiz) or 8 X 5.35 plus .125 for full bleed (Horizontal only)	4.75 X 4.75 (Square) or 2.375 X 10" (Vertical)

Live Area: 7.25 x 9.75; Bleed: .125"; Trim: 8.25 x 10.75

California Cattleman - Digital

Facebook:	8,080 followers
Website:	
Website Est. Monthly Impressions:	10,000
Website Banner Placement:	N/A
Static and/or Flash Accepted?	N/A
E-Blast:	
Name of E-newsletter	CCA Legislative Bulletin
Topic / Focus / Audience	Producer Education / Legislative News
# of Subscribers on Distribution list	2,500
Issuance (day of week)	Friday
Position	
File Size	
Additional Notes: We generally do not have advertisements in the legislative bulletin but do send out e-blast ads (full page jpg) to that list.	
Hot Irons Newsletter Advertising Rates	
1/2 Page	\$688

Colorado Cattle Guard

2,500+ Circulation

Publishing Schedule

		March			June			Sept			Dec
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Advertising Rates

COLORADO CATTLE GUARD						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,500	\$750	\$1,455	\$728	\$1,425	\$713
2/3 Page	\$1,375	\$625	\$1,334	\$606	\$1,306	\$594
1/2 Page	\$1,250	\$500	\$1,213	\$485	\$1,188	\$475
1/3 Page	\$1,125	\$375	\$1,091	\$364	\$1,069	\$356

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 X 10 (8 3/4 X 11 1/4 w Bleed)	4.9 X 10	7.5 X 4.875	4.875 X 4.875 (square) or 2.25 X 10 (vertical)

Live Area: 7.5" x 10"; Bleed: 8.9" x 11.4"; Trim: 8.5" x 11"

Colorado Cattle Guard - Digital

Facebook:	3,094 followers
Website:	
Website Est. Monthly Impressions:	
Website Banner Placement:	
Static and/or Flash Accepted?	
E-Blast:	\$90 per week or \$60 per week for two or more weeks.
Name of E-newsletter	Bulletin
Topic / Focus / Audience	Containing pertinent information about the association and the industry
# of Subscribers on Distribution list	1,500
Issuance (day of week)	Weekly - Every Thursday
Position	
File Size	7.75" by 2" (or 740 px by 190 px)
Additional Notes:	
The beef industry is the largest segment of Colorado agriculture, and the second largest industry in the state.	
CCA represents 63% of the beef cattle in the state.	
CCA represents 75% of the public land grazers in Colorado.	
Colorado ranks 4th in fed cattle marketed and 10th in cattle numbers nationwide.	

Idaho Line Rider

1,100+ Circulation



Publishing Schedule

Jan	Feb	March	April		June	July		Sept	Oct	Nov	Dec
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Advertising Rates

IDAHO CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,187	\$625	\$1,151	\$606	\$1,128	\$594
2/3 Page	\$1,050	\$532	\$1,019	\$516	\$998	\$505
1/2 Page	\$975	\$400	\$946	\$388	\$926	\$380
1/3 Page	\$925	\$350	\$897	\$340	\$879	\$333

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 x 10	4.9 X 10 or 7.5 x 7.5	3.75 X 9.93 or 7.5 X 4.875	4.93 X 4.93

Live Area: 7.25" x 10.25"; Bleed: add 1/8"; Trim: 8.5" x 11.25"

Idaho Cattleman - Digital

Unavailable at this time..

Livestock Weekly (Texas)

15,000+ Circulation



Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly

Advertising Rates

LIVESTOCK WEEKLY						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$2,345	\$1,920	\$2,275	\$1,862	\$2,228	\$1,824
2/3 Page	\$1,865	\$1,440	\$1,809	\$1,397	\$1,772	\$1,368
1/2 Page	\$1,385	\$960	\$1,343	\$931	\$1,316	\$912
1/3 Page	\$1,065	\$640	\$1,033	\$621	\$1,012	\$608

Page Dimensions

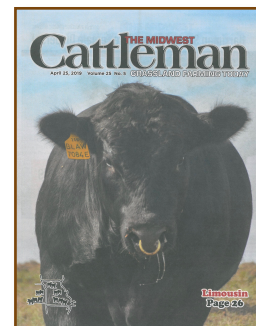
Full Page	2/3 Page	1/2 Page	1/3 Page
10.25 x 16	10.25 x 10.5	10.25 x 8, 6 7/8 x 12, or 5 1/8 x 16	

Livestock Weekly - Digital

Facebook:	12,496 followers
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Midwest Cattleman (MO & KS)

20,000+ Circulation



Publishing Schedule; Month/# of issues

	Feb	March	April				Aug	Sept	Oct		
	2	1	2				2	1	2		

Advertising Rates

MIDWEST CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$900	\$775	\$873	\$752	\$855	\$736
2/3 Page	\$640	\$575	\$621	\$558	\$608	\$546
1/2 Page	\$550	\$490	\$534	\$475	\$523	\$466
1/3 Page	\$450	\$375	\$437	\$364	\$428	\$356

Page Dimensions

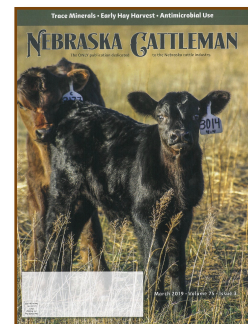
Full Page	2/3 Page	1/2 Page	1/3 Page
9.5 x 12.5	7 x 9.667	9.5 x 6.25 or 4.667 x 12.5	5x5 or 2.3889 x 12.5

Midwest Cattleman - Digital

Facebook:	355 followers
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Nebraska Cattleman

15,400+ Circulation



Publishing Schedule

Jan	Feb	March	April		June		Aug	Sept	Oct	Nov	Dec
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Advertising Rates:

NEBRASKA CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$2,195	\$1,502	\$2,129	\$1,457	\$2,085	\$1,427
2/3 Page	\$1,848	\$1,155	\$1,793	\$1,120	\$1,756	\$1,097
1/2 Page	\$1,617	\$924	\$1,568	\$896	\$1,536	\$878
1/3 Page	\$1,386	\$693	\$1,344	\$672	\$1,317	\$658

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.25 x 9.856"	4.75 x 9.856"	H-7.25 x 4.875, V-3.578 x 9.856"	R-4.75 x 4.875, H-7.25 x 3.375"

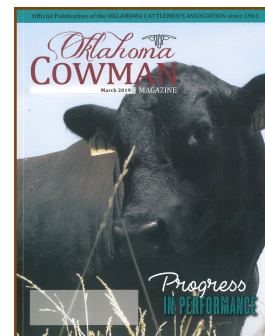
Live Area: 7.25 x 9.856"; Bleed: 8.375 x 11."; Trim: 8.125" x 10.75"

Nebraska Cattleman Digital

Facebook:	6,906
Website:	
Website Est. Monthly Impressions:	4,461
Website Banner Placement:	Near Top of Page
Static and/or Flash Accepted?	Static & Some Flash
Additional website notes:	
To advertise on the Nebraska Cattlemen website, you will need to provide a web-ready ad or copy for ad creation.	
Rotated Ads are rotated on a two ad basis (only 2 ads rotating in that spot)	
Ads rotate like a slideshow	
All ads include a link to a website, pdf or e-mail	
Ads need to be in gif or jpeg formats and cannot be larger than 30k	
The banner ads are static.	
72 dpi; RGB; jpg or gif; file size no larger than 30k	
Please provide the following:	
A "Banner" ad to run near the top of the home page (460 x 60 pixels)	
E-Blast:	1 month \$360; 3 months \$720
Name of E-newsletter	NC Insider
Topic / Focus / Audience	News, Events, Policy & Regulatory Updates of interest to NC Members
# of Subscribers on Distribution	2,490
Issuance (day of week)	Every other Friday
Position	Top of pg 1 under Newsletter's Title
File Size	540 X 90 px, 72 dpi, jpg

Oklahoma Cattleman

5,410+ Circulation



Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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Advertising Rates

OKLAHOMA CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,125	\$720	\$1,091	\$698	\$1,069	\$684
2/3 Page	\$1,010	\$610	\$980	\$592	\$960	\$580
1/2 Page	\$900	\$500	\$873	\$485	\$855	\$475
1/3 Page	\$785	\$390	\$761	\$378	\$746	\$371

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 x10	5 x10	7.5 x 5 or 5 x 7.5	5 x 5 or 2.3889 x 10

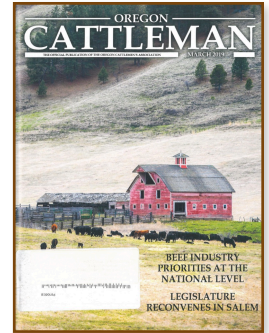
Live Area: 7.5 x 10.”; Bleed: 8.75 x 11.25”; Trim: 8.5” x 11.”

Oklahoma Cattleman - Digital

Website:	
Website Est. Monthly Impressions:	
Website Banner Placement:	Top right hand corner under the search box.
Static and/or Flash Accepted?	Static Banner - Maximum of 6 banner ads at one time that rotate every 8 seconds.
E-Blast:	
Name of E-newsletter	The Trusted Voice
Topic / Focus / Audience	
# of Subscribers on Distribution list	
Issuance (day of week)	Issued every Monday & guarantee 3X per month.
Position	
File Size	JPG 72 dpi

Oregon Cattleman

2,450+ Circulation



Publishing Schedule

Jan	Feb	March	April		June	July		Sept	Oct	Nov	Dec
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Advertising Rates

OREGON CATTLEMAN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$995	\$638	\$965	\$619	\$945	\$606
2/3 Page	\$812	\$451	\$788	\$437	\$771	\$428
1/2 Page	\$720	\$355	\$698	\$344	\$684	\$337
1/3 Page	\$615	\$245	\$597	\$238	\$584	\$233

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
8.25 X 10.75	4.75 X 9.75	4.75 X 7 or 7.5 X 4.75	4.75 X 4.75 or 2.75 x 10

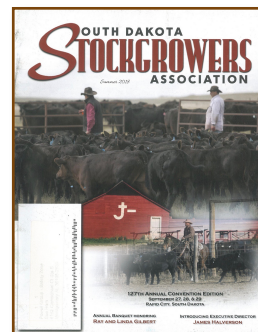
Live Area: 7.375 x 9.625"; Bleed: Add 1/4"; Trim: 8.375" x 10.625"

Oregon Cattleman- Digital

Facebook:	9,091 followers
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South Dakota Stockgrowers

4,000+ Circulation



Publishing Schedule

		March			June			Sept			Dec
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Advertising Rates

SOUTH DAKOTA STOCKGROWERS						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,063	\$620	\$1,031	\$601	\$1,010	\$589
2/3 Page	\$825	\$520	\$800	\$504	\$784	\$494
1/2 Page	\$650	\$415	\$631	\$403	\$618	\$394
1/3 Page	\$550	\$315	\$534	\$306	\$523	\$299

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.25 X 10	7.25 X 6.25	7.25 X 5 or 3.5 X 10	7 1/2"(w) x 3 1/4"(d)

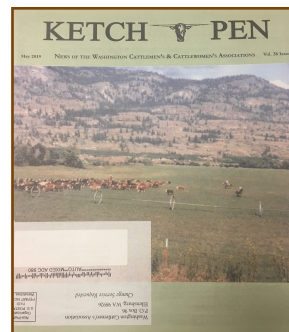
Live Area: 7.75 x 10.0"; Bleed: Add 1/4" all the way around; Trim: 8.5" x 11"

South Dakota Stockgrowers - Digital

Facebook:	3,379 followers
Website:	\$180 Per Month
Website Est. Monthly Impressions:	
Website Banner Placement:	
Static and/or Flash Accepted?	
E-Blast:	\$190 Per Month
Name of E-newsletter	
Topic / Focus / Audience	
# of Subscribers on Distribution list	
Issuance (day of week)	
Position	
File Size	

Washington Ketch Pen

2,450+ Circulation



Publishing Schedule

Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
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Advertising Rates

WASHINGTON KETCH PEN						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,094	\$750	\$1,061	\$728	\$1,039	\$713
2/3 Page	\$845	\$500	\$820	\$485	\$803	\$475
1/2 Page	\$745	\$400	\$723	\$388	\$708	\$380
1/3 Page	\$650	\$315	\$631	\$306	\$618	\$299

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
9.12 X 10	9.12 X 7.81	9.12 X 5	4.5 X 5

Live Area: 9.12 x 10.0"; Bleed: Add 1/8"; Trim: 10" x 11"

Washington Ketch Pen - Digital

Facebook:	4,358 followers
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Wyoming Cow Country

1,200+ Circulation



Publishing Schedule

Jan			April			July			Oct		
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Advertising Rates

WYOMING COW COUNTRY NEWS						
	ONE ISSUE		THREE ISSUES		SIX ISSUES	
Ad Size	4-Color	B & W	4-Color	B & W	4-Color	B & W
Full Page	\$1,050	\$675	\$1,019	\$655	\$998	\$641
2/3 Page	\$900	\$525	\$873	\$509	\$855	\$499
1/2 Page	\$785	\$415	\$761	\$403	\$746	\$394
1/3 Page	\$660	\$300	\$640	\$291	\$627	\$285

Page Dimensions

Full Page	2/3 Page	1/2 Page	1/3 Page
7.5 X 10	5 X 10	3.75 X 10 or 7.5 X 5	2.5 X 10 or 5 X 5

Wyoming Cow Country - Digital

Facebook:	83
E-Blast:	
Name of E-newsletter	No Bull Sheet Newsletter
Topic / Focus / Audience	Wyoming Ranches & Agricultural Businesses
# of Subscribers on Distribution list	1,200
Issuance (day of week)	2nd Thursday of each month.
Position	
File Size	Full Pg \$360 7.5 X 10, 1/2 Pg \$210 5 X 7.5, 1/4 Pg \$120 3.75 X 5.