

MEDIA KIT

AMERICAN **BEEF PRODUCER**



AMERICAN **MAGAZINE**
BEEF PRODUCER

AMERICAN BEEF PRODUCER

GUIDING AMERICA'S BEEF PRODUCERS
FOR OVER 40 YEARS



PROUDLY SERVING **BREEDERS AND
COMMERCIAL COW/CALF PRODUCERS**

PUBLISHER'S STATEMENT

AMERICAN BEEF PRODUCER is an independent monthly publication that serves all facets of the beef cattle industry. Specific editorial and advertising attention is focused on beef production. Our magazine reports on the production and management issues affecting all cattlemen nationally.

AMERICAN BEEF PRODUCER is mailed via Periodicals Rate to producers of cattle who have paid or specifically requested our publication. We have built our verified mailing list over the last 40 years and we receive about 50 -100 new subscription requests monthly.

Subscription Coverage : Over 20,500 Copies Mailed!



MEET THE AMERICAN BEEF PRODUCER TEAM

TESTIMONIALS

www.abpmag.com/testimonials



Derek Sample

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Wendy McFarland

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- Frank Schiefelbein, Schiefelbein Farms, told us that he sold over \$1 million in bulls from just a single Ad, and that Ad was in American Beef Producer.
- Mark Cooperman, a supplier from Nebraska mentioned that his ad in our magazine basically "doubled his income in one year"!
- The American Gelbvieh Association identifies American Beef Producer as the "number one magazine for generating sales leads across the country".
- Nancy Rose, Rose Simmentals Fortuna, ND told us that she tosses every magazine in the trash except ours. "I read YOUR magazine cover to cover and I'm purely delighted how you help our industry"
- Jim Carlson, Carlson Angus in ND, reported that his Ad in American Beef Producer brought more buyers and higher gross receipts than he's ever had.
- Chris Sukalski, Reiland Farms, said "We're very busy working our cows every day, but we do take time to read your magazine. We feel lucky to get it! We throw every other magazine away, they aren't worth our time. Keep up the good work!"
- Glenn Simpson, Dillon, MT. "My wife and I save your magazine to read to each other at night so we can both enjoy it together. Love the photos!"
- The head of the American Charolais Association told us that they "only keep two publications in our bathroom - Time and American Beef Producer".
- The Florida Cattlemen's Association recommends our magazine as a "must read" for their 6,000+ members.
- Most of the best cattle ranches in the country regularly advertise with us because they know we will bring more prospective buyers than any other publication out there. These ranches include Schaff Angus Valley, Topp Herefords, Poss Angus, Cross Diamond Red Angus, Ellingson Angus, Romans Ranches Charolais, Wulf Cattle, Dixie Valley, Holden Herefords, Rollin' Rock, Leland Red Angus, Musgrave Angus, Herbster Angus, and the list goes on...

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**HIGH QUALITY
TARGETED CIRCULATION**

To receive *American Beef Producer* magazine, readers must either qualify by size of operation and specifically request the publication and/or pay an annual subscription fee. Our editorial thrust is aimed at Cow/Calf producers who own or manage at least 50 cows.

One of the things that makes the *American Beef Producer* unique is the fact that we aren't breed specific, instead focusing on management and production as it relates to Cow/Calf producers of any breed.

The *American Beef Producer* helps Cow/Calf producers better manage their enterprise. Specific areas of interest are animal health, reproduction, hay & forages, calf management, genetics, livestock equipment, new products, and bull selection.

The *American Beef Producer* reaches more than 20,500 Breeders and commercial Cow/Calf producers.

American Beef Producer
subscribers raise
over 75 Breeds
all over the country!

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AD PRICING & OPTIONS

FALL 2023

Ad	1x	3x	6x	8x	10x	
Full Page	975	950	925	900	875	A
1/2 Page	595	585	570	560	550	B/C
1/4 Page	350	345	340	330	325	D
Sales List - Large	300	300	300	300	275	E
Sales List - Small	150	150	150	150	125	F
Banner - Large	450	450	450	450	425	G
Banner - Small	300	300	300	300	275	H

PRIME PLACEMENT PRICES:

\$1,300 - Back Cover

\$1,200 - Inside Front (page 2) and Inside Back Cover

\$1,100 - Page 3 and Opposite Inside Back Cover

*Send your Ad to: Tim@ABPmag.com
or Derek@ABPmag.com

Invoices can be paid online: www.abpmag.com/pay-my-bill

American Beef Producer is 100% digitally produced. We only accept Ads in a digital format. Accepted formats include: Hi-res PDF (preferred format), Tiff, JPG, EPS. Ads must be at least 300 dpi, 4/C process. No spot colors or RGB. No PMS colors will be accepted. Color not provided as CMYK will be left to the discretion of the publisher. Please embed all fonts and graphics in file. No Publisher, Microsoft Word or PowerPoint files will be accepted. Photos of Ads will not be accepted.

Type Specifications: No screen fonts. All type faces must be supplied with native files. Full page Ads with bleeds require a minimum of 1/8-inch bleed on all sides.

Advertising Space and Materials Deadline is the 10th of the month preceding the month of issue. Ads must be received by the due date in order to be considered for the current issue. Ads received after this date will incur a minimum Ad production charge or likely be rejected from the current issue.

Ad Production Charges: Advertisers who do not provide a completed Ad will be charged for Ad production. The minimum charge will be \$30. Difficult scans and color corrections will be billed at standard industry rates. If you need additional time, please call your Ad Sales Manager.

We've been guiding Beef Producers for over 40 years

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*CONTACT US FOR PREMIUM PAGE PRICING

Advertise with the only growing Ag Publication in the Country!

\$975

FULL PAGE

LIVE: 7.2" X 10"
BLEED: 8.75" X 11.25"
TRIM: 8.375" X 10.875"

\$595

**1/2 PAGE
VERTICAL**

3.5" X 10"

\$595

**1/2 PAGE
HORIZONTAL**

7.25" X 4.875"

*20,500+ MONTHLY SUBSCRIBERS!
AND GROWING...*

\$350

1/4 PAGE
3.5" X 4.875"

\$300

SALES LIST LARGE
3.5" X 3.5"

\$150

SALES LIST SMALL
1.5" X 3.5"

\$450

BANNER LARGE
3.5" X 7"

\$300

BANNER SMALL
1.5" X 7"

PLUS OUR FACEBOOK POSTS
ADD AN ADDITIONAL 5,000 - 10,000 UNIQUE VIEWS

McFarlandAdVantage@gmail.com (334) 652-9080



RING SERVICE

American Beef Producer
provides top quality
Ring Service for your Sales Event

Doug@ABPmag.com or **Tim@ABPmag.com**
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