

Canadian
Cattlemen

THE BEEF MAGAZINE



2018/2019

MEDIA KIT



WE'VE BEEN THROUGH A LOT TOGETHER



Raising cattle in Canada has never been easy. Uncertain weather and markets have always been a challenge. More recently, Canadian cattle producers have faced even more uncertainty due to artificial border restrictions from BSE and U.S. country-of-origin labelling. But they have always faced the challenges, and today they've emerged into one of the most profitable periods in the industry's history.

Throughout much of that history with all its ups and downs, Canadian Cattlemen has been along with Canada's cattle producers, appearing in their mailboxes every month since 1938. Throughout that period we've brought the latest news on cattle management, health and markets. We've covered the evolution of the purebred industry, and reported on the activity of the provincial and national industry associations.

Perhaps more than any other profession, the cattle business is a people business, and Canadian Cattlemen has always featured the people in this unique industry. Every cattle operation is different, requiring different approaches to producing healthy forage and healthy cattle. In every issue we feature stories on these operations and the people — often including whole families — and how they make them a success.

In addition every issue of Canadian Cattlemen features items on:

- **Grazing management.** More grass equals more cattle, and Canadian producers have made dramatic improvements in producing more pounds of beef per acre. Our columns on grazing are written by recognized experts who are putting theory into practice on their ranch.
- **Nutrition.** Staff and contributors report on the latest science.
- **Animal health.** Cattle health and welfare are important for profitability and maintaining industry credibility. We carry regular columns from veterinarians and other industry experts.
- **Research.** Canadian cattle are almost twice as efficient in converting feed as 60 years ago. We report on the science and how to apply it on the farm and ranch.
- **Markets.** Every issue contains at least two columns from professional livestock analysts.
- **Policy.** Domestic and export market access are vital to the cattle industry. In addition to our reporting, every issue has a report from the Canadian Cattlemen's Association.
- **Sales and events.** Buying and selling breeding stock is a key part of the cattle business, and we carry the most comprehensive list in the industry.
- **People.** Our popular News Roundup and Purely Purebred columns are where you learn who's doing what and where in the Canadian cattle industry.

LOCAL VOICES



GREN WINSLOW *Editor*

Gren has a Bachelor of Science degree in Agriculture Economics from the University of Manitoba and worked in the communications branch of the Canadian Wheat Board and Manitoba Department of Agriculture before joining the editorial staff of Country Guide magazine. He wrote for Country Guide and Canadian Cattlemen in Ontario for five years before he became the livestock editor of Country Guide based in Winnipeg. He was named the editor of Canadian Cattlemen in 1986.



PIPER WHELAN *Field Editor*

Piper Whelan grew up on a purebred Maine-Anjou ranch near Irricana, Alta., and has a Bachelor of Arts from the University of Alberta and a Bachelor of Journalism from the University of King's College in Halifax. She worked in children's publishing before joining the Canadian Cattlemen staff, and previously wrote for Top Stock, Western Horse Review, and various beef breed publications. She is also an amateur actress and spends her spare time working on future literary projects.



READERSHIP

Here's what our readers say:

99%

Rate Cattlemen as very
or somewhat useful

86%

Say it's the most credible
beef publication

89%

Rate it the #1 beef
publication

From the Ipsos
Ag Communications Review 2017:

93%

of readers prefer to access
the magazine by print

RANKED
#1

Beef magazine
by beef
producers

64%

Have read or looked at
all 4 of the past 4 issues

94%

Pick up useful ideas

40%

Make changes to their
operations

62%

Retain copies for
future reference

82%

Read all or most
of an issue



CONTENT CALENDAR / DEADLINES

Deadline is noon central time on the dates indicated.

2018 EDITORIAL FEATURES	ISSUE DATE	DEADLINE
Forage	April 9	March 9
Range and Pasture - Toyapalooza	May 7	April 6
Range and Pasture	June 11	May 11
Marketing – Stock Buyers Guide	August 13	July 13
Animal Health – Feedlot Guide	September 10	August 10
Fall Management - Forage and Grassland Guide (ROP)	October 1	August 31
Feeding for Profit - Toyapalooza	October 22	September 21
Winter Management	November 12	October 12
Breeding Management (year end review) - Equipapalooza	December 10	November 9

2019 EDITORIAL FEATURES	ISSUE DATE	DEADLINE
Calving	January 7	November 30
Herd Management	February 4	January 4
Herd Management - Forage and Grassland Guide (ROP)	March 4	February 1
Forage	April 8	March 8
Range and Pasture - Toyapalooza	May 6	April 5
Range and Pasture	June 10	May 10
Marketing – Stock Buyers Guide	August 12	July 12
Animal Health – Feedlot Guide	September 9	August 9
Fall Management - Forage and Grassland Guide (ROP)	September 30	August 30
Feeding for Profit - Toyapalooza	October 21	September 20
Winter Management	November 11	October 11
Breeding Management (year end review) - Equipapalooza	December 9	November 8



AD RATES

Rates effective as of March 1, 2018

CANADIAN CATTLEMEN RATES

AD SIZE	B&W	B&I	FULL COLOR
DbI. Page Spread	7,803.60	8,633.60	10,583.60
Full Page	3,901.80	4,316.80	5,291.80
2/3 Page	2,601.20	3,016.20	3,991.20
1/2 Page Spread	3,901.80	4,731.80	6,681.80
1/2 Page Island	2,341.08	2,756.08	3,731.08
1/2 Page	1,950.90	2,365.90	3,340.90
1/3 Page	1,300.60	1,715.60	2,690.60
1/4 Page	966.16	1,381.16	2,356.16
1/6 Page	650.30	1,065.30	2,040.30
Ear Lug			2,356.16
Front Banner			3,340.90
Outside Back Cover			5,697.06
Inside Back Cover			5,820.98
Inside Front Cover			5,926.82

\$9.29/agate line B&I Colour: \$415.00 B&3 Colour: \$1390.00

MARKETPLACE RATES

AD SIZE	B&W	B&I
Full Page	3,171.00	3,521.00
2/3 Page	2,114.00	2,464.00
1/2 Page Spread	3,171.00	3,871.00
1/2 Page Island	1,902.60	2,252.60
1/2 Page	1,585.50	1,935.50
1/3 Page	1,057.00	1,407.00
1/4 Page	785.20	1,135.20
1/6 Page	528.50	878.50

\$7.55/agate line B&I Colour: \$350.00

ADVERTISING OPTIONS

SUPPLIED INSERTS / POST-IT NOTES

Rate, issue availability, production requirements, closing dates, and other detailed information available on request. Geographic breakouts are available for preprinted inserts. Inserts may run by FSA, census divisions, or census sub-divisions. Rates for special space units (gatefolds, etc.) are available on request. Sponsorship of single issues are available by arrangement with publisher.

SPECIAL POSITIONS

Guaranteed and preferred positions when available and requested, add 25% exclusive of colour and mechanical charges. Not held from year to year without specific written booking insertions from advertisers.

SPLIT COPY

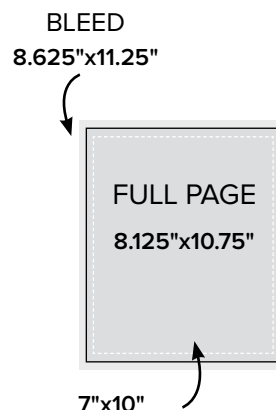
Regional advertisers may make copy substitutions in any combination of regions or provincial editions. Additional cost for each substitution is \$1000 net. Minimum quantity for splits is 1,000 pieces and must be at least 350 lines.

AD SIZES

AD UNIT *All sizes W x D	NON BLEED DIMENSIONS	BLEED AD DIMENSIONS	
	LIVE AREA	TRIM	BLEED*
Dbl. Page Spread	15.125" x 10"	16.25" x 10.75"	16.75" x 11.25"
Full Page	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
2/3 Page	H: 7" x 6.5" V: 4.58" x 10"	H: 8.125" x 6.9" V: 5.142" x 10.75"	H: 8.625" x 7.4" V: 5.642" x 11.25"
1/2 Page Spread	15.125" x 5"	16.25" x 5.4"	16.75" x 5.9"
1/2 Page Island	4.58" x 7.5"		
1/2 Page	H: 7" x 5" V: 3.333" x 10"	H: 8.125" x 5.4" V: 3.9" x 10.75"	H: 8.625" x 5.9" V: 4.4" x 11.25"
1/3 Page	H: 7" x 3.357" V: 2.167" x 10" S: 4.58" x 5"	H: 8.125" x 3.75" V: 2.73" x 10.75"	H: 8.625" x 4.25" V: 3.23" x 11.25"
1/4 Page	H: 7" x 2.5" S: 3.333" x 5"	H: 8.125" x 2.9"	H: 8.625" x 3.4"
1/6 Page	H: 4.58" x 2.5" V: 2.167" x 5"		
1/12 Page	2.167" x 2.5"		
Ear Lug	2" x 2"		
Front Banner	3.875" x 2.25"	4.125" x 2.5"	4.625" x 3"
Outside Back Cover	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Inside Back Cover	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Inside Front Cover	7" x 10"	8.125" x 10.75"	8.625" x 11.25"
Business Card (Marketplace only)	2.167" x 1"		

PUBLICATION SPECS

Trim Size	8.125" X 10.75"
Binding	Saddle-stitched
Column Depth	10"
Standard Column Width	2.167"
Two Columns	4.58"
Three Columns	7"
Halftone line screen	150
Dot gain	20% on SWOP coated
Printing	Heat-set web offset



FILE SPECIFICATIONS

SAFETY MARGINS (measured from trim size): Keep text, logos, etc. 0.375" away from gutter on spreads. Full page & spreads allow 0.625" sides, 0.375" top and bottom. To avoid trimming into type, and to assure uniform margins on bleed ads, keep dimensions of type area to 15" x 10" maximum for double-page spreads, and 7" x 10" maximum for full page ads. Bleed ads must have a minimum of .25" bleed allowance on head, foot, and fore edge. Crop/registration marks should have an offset of .25".

Minimum depth of advertisement:
One col.: 1" Two col.: 1.5"
Three col.: 2.5"

One-column and two-column ads more than 9" deep and three column ads more than 7" deep run as full column depth and are charged as such.

ELECTRONIC MATERIAL Electronic files (including inserts) must arrive in press-ready (high res X1A file) Acrobat PDF format (8.0 compatible). When saving a file in PDF format ensure all fonts are embedded and limit photo resolution to 300 dpi. Colour ads must be CMYK, RGB images are not acceptable. Files must be sent electronically by e-mail to ads@fbcpublishing.com OR uploaded by ftp to [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

PLEASE NOTE We DO NOT ACCEPT ads in Microsoft Word, Publisher or InDesign format. All files will be reviewed to ensure they meet Glacier FarmMedia pre-press standards. Clients will be contacted regarding any modifications required. Publisher will not be held responsible for any errors made when original deadlines are missed.

COLOUR GUIDANCE An accurate colour proof must accompany all advertising materials. In the absence of a colour proof, publisher will not be held responsible for unsatisfactory colour reproduction.

INK DENSITY Adjust ink limit in photos and rich blacks so that total coverage does not exceed 240%.

FINE LINE WORK AND LETTERING Fine serifs, small lettering, and thin line work should be restricted to one colour and preferably not smaller than 7 point. The use of small letter (under 7 points) and fine serifs should be avoided. Publisher can not accept responsibility for reproduction and/or legibility of any type under 7 point.

TERMS & CONDITIONS

New Accounts

Transient and new accounts, cash with order. Credit applications are required on all new accounts that have not authorized credit card payments.

Terms

Accounts payable in Canadian funds. Net 30 days. Publisher reserves the right to charge 1.5% interest per month (18% per year) on overdue accounts.

Contracts & Schedules

Contracts are based on volume committed in advance for a 12-month period.

Advertising not scheduled and contracted for will be immediately subject to any rate change. Contracted advertising will be rate protected for 3 months.

The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when such conflict with the provisions of this rate card.

Contracts for advertising at other than published rates will not be accepted. The publisher reserves the right to hold any advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Commission

15% will be paid to recognized agencies on the gross charges for space, colour, and position, when ad copy is forwarded via FTP or e-mail.

Advertising Content

All copy subject to the approval of the publisher, who reserves the right to reject, discontinue, or omit any advertisement or cancel any advertising contract without penalty to either party.

Publisher reserves the right to place the word "Advertisement" centered in 8pt Helvetica over any paid announcement.

Dollar Volume Discount

Glacier FarmMedia offers the following dollar volume discounts. These apply to gross advertising dollars spent within a 12-month period in any Glacier FarmMedia print publication with the exception of the Western Producer, Seed Manitoba, Yield Alberta, Yield Alberta, Prairie Ag Catalogue, Ag in Motion Show Guides, Canada's Outdoor Farm Show Show Guide, AgDealer and Agricole Idéal.

Gross Dollars Spent	Discount
20,001 - 50,000	2%
50,001 - 150,000	3.5%
150,001 - 250,000	5%
250,001 - 300,000	7.5%
300,001 - 400,000	9%
400,001 +	10.5%

Cancellations

No cancellations accepted after closing date. Cancellation of advertisements that have been set will be subject to production charge.

Liability

Advertiser and advertising agency assume liability for content (including text, representations, and illustrations in advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher.

Colour Reproduction

Publisher will not be responsible for unsatisfactory reproduction of colour advertisements unless accurate colour proofs are supplied.

Make-good insertion will not be granted on minor errors which do not affect the value of the whole advertisement. Publisher's liability will not exceed the cost of the area of the space occupied by the error, whether the error is due to the negligence of its servants or otherwise. There shall be no liability for non-insertion beyond the amount paid for such advertisement. No allowance for errors in key numbers.

Exclusivity

We do not offer exclusivity for front page banners, ear lugs, banner wraps, outside back pages, inserts, etc.

Special Services

When publisher must provide artwork, advertiser will be billed at cost. Publisher reserves the right to charge for changes required to customer supplied material.

CONTACT INFO

SUBMITTING AD MATERIALS

AD SERVICES CO-ORDINATOR

Canadian Cattlemen
1666 Dublin Avenue,
Winnipeg, MB R3H 0H1

Phone: **204 944 5765**

Fax: **204 944 5562**

Email: ads@fbcpublishing.com

FTP: [vip.fbcpublishing.com](ftp://vip.fbcpublishing.com)

ADVERTISING CONTACT

Mike Millar

NATIONAL SALES REPRESENTATIVE

Phone: **306 251 0011**

mmillar@farmmedia.com