

FEED•LOT EDITORIAL

2027 Publishing Schedule and Editorial Calendar

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.

ISSUE DATES	MAIL DATES	SPACE CLOSE	MATERIALS DUE	SPECIAL FEATURES	EDITORIAL THEMES
January	1-12-27	11-30-26	12-2-26	Industry & Convention	Special Issue NCBA Preview Issue - Copies Distributed at Show
February	2-17-27	1-8-27	1-11-27	Spring Calving	Spring issues feature 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	3-23-27	2-12-27	2-15-27		
April / May	4-13-27	3-5-27	3-8-27		
June	6-15-27	4-30-27	5-3-27	Pest & Parasite Control	Special Issue
August	8-17-27	7-2-27	7-7-27		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
Sept / Oct	9-14-27	8-2-27	8-4-27		
November	11-9-27	10-1-27	10-4-27	Innovation	

All closing dates are for ROP (run of press) placements.

All inserts and cover wrap materials due 3 weeks prior to issue date.

Cancellations or changes are not accepted after published closing date.

Covers and Insert cancellations cannot be accepted on less than a 60 day notice preceding the publication date.

Call regarding late placement and material deadlines. We will accommodate advertisers as much as possible.

Rates and conditions given in this rate card are subject to change without notice.

Represented by:



J.L. FARMAKIS, INC.
WHERE ADS DON'T JUST APPEAR, THEY PERFORM

After seeing an ad in FEED•LOT

92% of respondents reported being influenced by ads.

75% of respondents indicated it impacted their buying actions.

62% of respondents took one or more preliminary buying action.

55% of respondents took one or more active buying action.

Results from BAXTER Research Survey

www.feedlotmagazine.com

336 S. Lane, P.O. Box 850, Dighton, KS 67839
Corporate Office / Inhouse Sales: 800-798-9515
Phone: 620-397-2838
Email: annita@feedlotmagazine.com
www.feedlotmagazine.com

For National Sales Contact: Bob Bruncker
J.L. Farmakis, Inc., 24 East Ave., #1350,
New Canaan, CT 06840
Email: bob@jlfarmakis.com
Sales Office: 203-834-8832

With Feed•Lot you reach just the people you want.

The heavy users of your product.

Reach only the people who are potential purchasers of your services, products or are prospective volume buyers. The ones who really count. Target your message to the trend setters, the large operators who others look to for new, innovative, and tested technology.

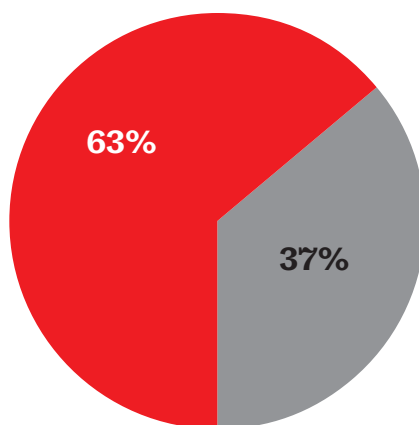
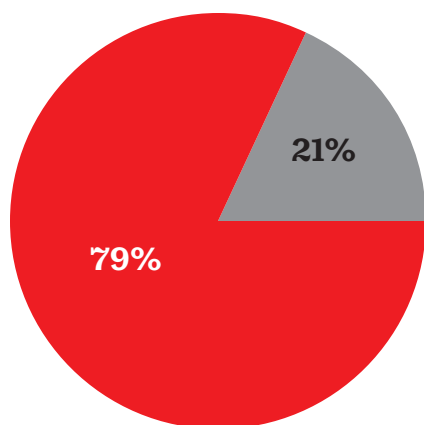
95% of FEED•LOT respondents reported they are involved in purchasing in some way.

Results from BAXTER Research Survey

Feed•Lot Magazine - June 2026 - Quarterly Report Statistics

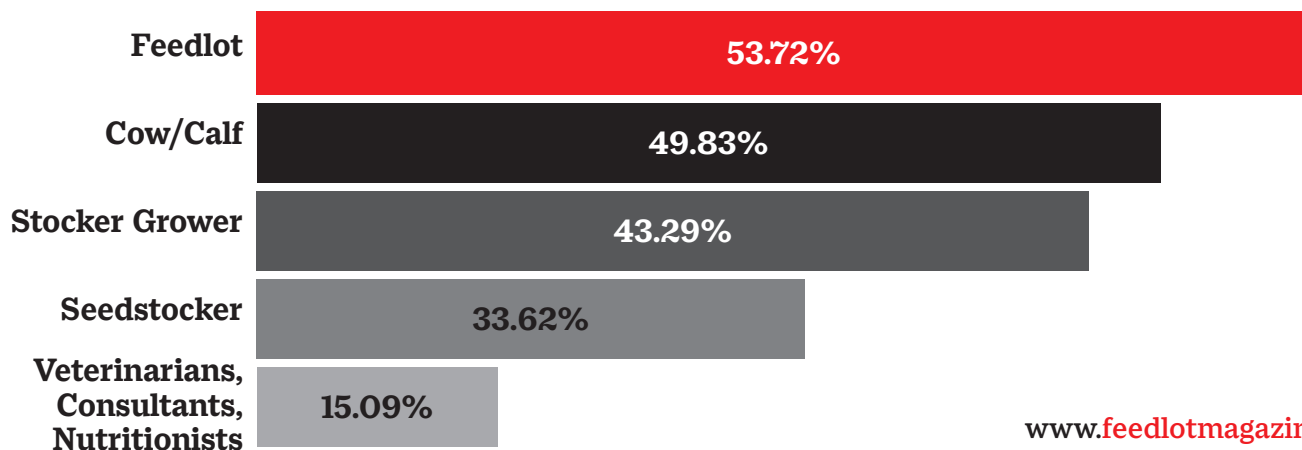
Qualified Circulation: 9,760

● Direct Request ● Other ● 1 Year ● 2 Year



I like to know the industry trends and Feed-Lot is a well-rounded information source.
— OWNER

Total Percentage of Subscribers



www.feedlotmagazine.com

ELECTRONIC NEWSLETTERS

FEED-LOT eNews

Average **26,311** emails per issue to a targeted feedlot and feeder calf market, having a **41.51%** open rate. Published weekly, highlights news for cattle feeders and those in the feeder calf market.



As of June 2026

e-Blast

Sent to our entire email list or by - Operation, Operation Size, Title, State, City or Region.

Current open rate 43.45%

Your opportunity to have your name and product sent directly to the buyers you are after.

Your choice on who and where you want it sent to — call us for a price and availability.

Facebook

As of June 2026 we have **126K** followers, with a monthly average of **19K** engagements and **1.4 million** reach.

Digital Magazine — As of June 2026

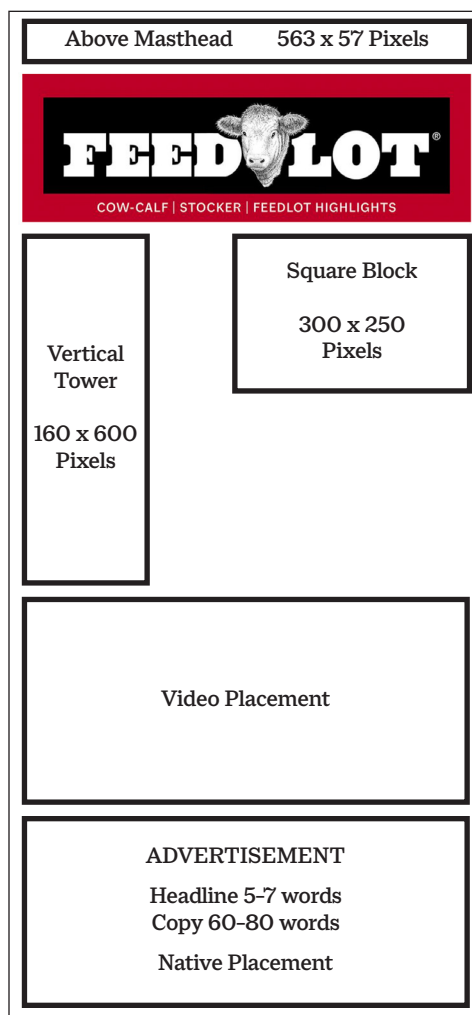
Emails sent — **10,517**; Percent open — **35.60%**; Percent Click Through — **4.10%**
Live web links on every Advertisement.

eNewsletter

		Per Week
563 x 57	Above Masthead	\$600.00
160 x 600	Vertical Tower	550.00
300 x 250	Square Block	400.00
Native Advertising		700.00
Video Placement		600.00

eNewsletter – Accept jpeg and gif files.

Native Advertising – Recommended 60–80 words. One image maximum 300 x 300 pixels. Click through link with clear call to action. 7–10 word headline. Will be labeled as “Advertisement.”



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feedlotmagazine.com

FeedLotmagazine.com offers a large variety of livestock-related news and is updated daily to keep cattlemen informed. Original content as well as press releases and new products provide a well-rounded scope of news, while the industry calendar alerts cattlemen of upcoming meetings and events.

Web Prices		Net Per Month
1280 x 135	Above Masthead	\$630.00
995 x 100	Below Navigation Bar	520.00
728 x 90	Banner	310.00
160 x 600	Vertical Tower	500.00
300 x 600	Large Tower	550.00
300 x 250	Square Block	370.00
Native Advertising		630.00
Video Placement		520.00

Accept jpeg and gif files.

For FEED•LOT tracking do not embed url address in flash.

Native Advertising - Recommended 300–450 words, 750 maximum. One to three images, guidelines on where to place images within copy accepted. 300 x 300 pixels. Click through link with clear call to action. 7-10 word headline. Will be labeled as “Advertisement.”

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FEED•LOT ADVERTISING RATES

Magazine Front Section

Four Color net rates effective January 1, 2027

Size	1x	8x	12x
2 Page Spread	\$6435	\$5990	\$5800
1 Page	3,500	3,300	3,200
2/3 Page Vertical	2,725	2,525	2,450
1/2 Page Spread	3,500	3,300	3,200
1/2 Page Island	2,110	1,970	1,900
1/2 Page Horz/Vert	1,830	1,730	1,650
1/3 Page Horz/Vert/Sq	1,410	1,325	1,300
1/4 Page Horz/Vert	1,120	1,075	1,050
1/6 Page Horz/Vert	875	830	800
1/8 Page Vertical	745	710	700

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 recommends no copy within 1/4" inside of trim.

Advantage Section BW

	1x	8x
1/2 Page Horizontal/Vertical	1,234	1,203
1/3 Page Horizontal/Vertical/Square	891	812
1/4 Page Horizontal/ Vertical	660	598
1/6 Page Horizontal/ Vertical	463	423
1/8 Page Vertical	357	324
Column Inch	128	116

Cover Rates and Inserts

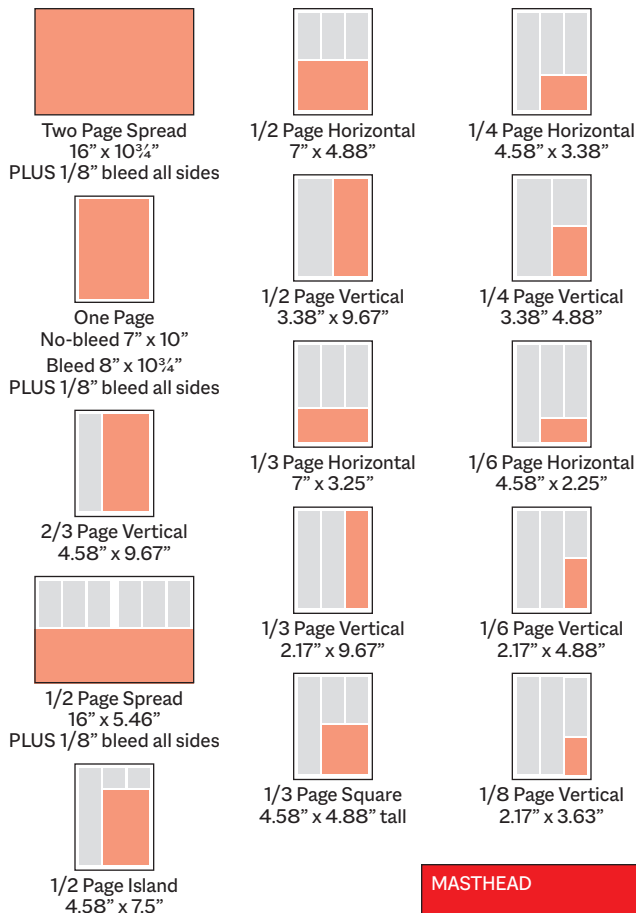
Call for pricing, availability and specifications.

Advertising Requirements

Press quality PDFs are preferred, and can be emailed or uploaded to supplied Drop Box link. Live or working files in most high-end programs are accepted, please call for details.

Billing Information

- Billing on first day of magazine mailing.
- Terms: Net 30 days from invoice date..
- ACH Payments to:
First National Bank - Dighton
Feed-Lot Magazine Inc
Routing # 101106560
Account # 000973



Front Cover Wrap
8" x 8"
PLUS 1/8" bleed all sides

Front Cover Wrap:

Available front cover wrap, 8" x 8" front cover.

MASTHEAD

ADDRESS LABEL VOID
4.75" wide x 1.5" tall
1/2" from right trim and
1/2" up from bottom trim.
DO NOT put white box
on art, leave open.

Issuance, Closing & Cancellation Dates

ISSUE	ADVERTISING CLOSING DATE
35-1 Jan. - Industry & Innovation ..	November 30, 2026
35-2 February - Spring Calving	January 8, 2027
35-3 March	February 12, 2027
35-4 April/May	March 5, 2027
35-5 June - Parasite & Pest Control	April 30, 2027
35-6 August	July 2, 2027
35-7 September/October	August 2, 2027
35-8 November	October 1, 2027

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