

FEED•LOT EDITORIAL

2022 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	1-6-22	12-3-21	12-3-21	Industry & Convention	Special Issue NCBA Preview Issue – Copies Distributed at Show <i>Ad study by Baxter Research</i>
February	2-2-22	1-7-22	1-7-22	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	3-7-22	2-11-22	2-11-22		
April / May	4-1-22	3-4-22	3-4-22		
June	6-1-22	5-6-22	5-6-22	Pest & Parasite Control	Special Issue
August	8-3-22	7-8-22	7-8-22		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	9-1-22	8-5-22	8-5-22		
November	11-3-22	10-7-22	10-7-22	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.

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

Stay current. Learn about cutting edge technologies, strategies, and new information. —KEN C. KY

I am a cow/calf producer and stocker calves, your magazine always has great articles from the producer thru the feed yard!!! —JOHN T Pres/VP LA

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 Brunker
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.

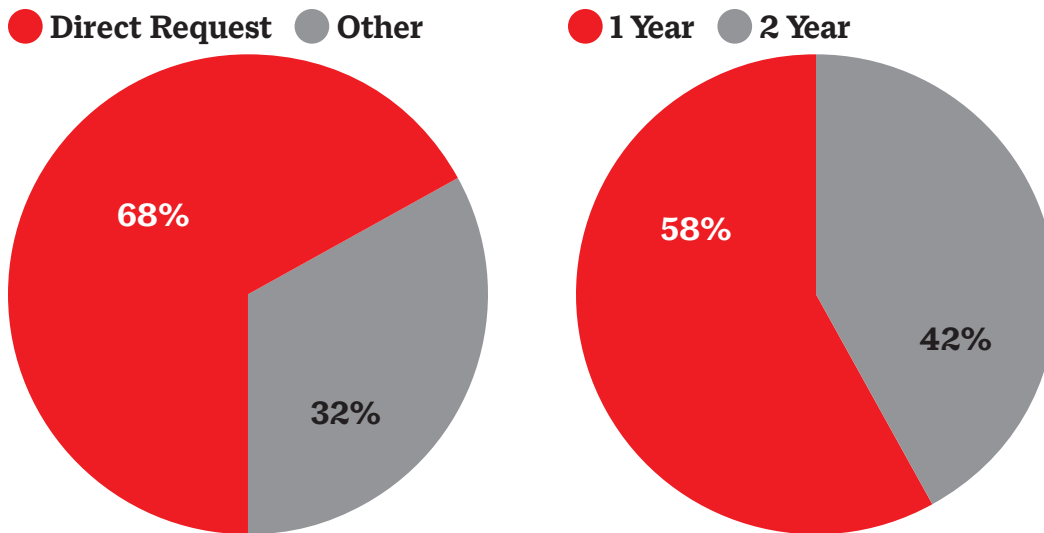
Reach only the people who are potential purchasers of your services, products or are prospective volume buyers. The ones who really count. Target your message to the trend setters, the large operators who others look to for new, innovative, and tested technology.

*It has the most relevant issues all
in one magazine* —MARTY W. Owner NE

Feed•Lot Magazine - September 2021 - Quarterly Report Statistics

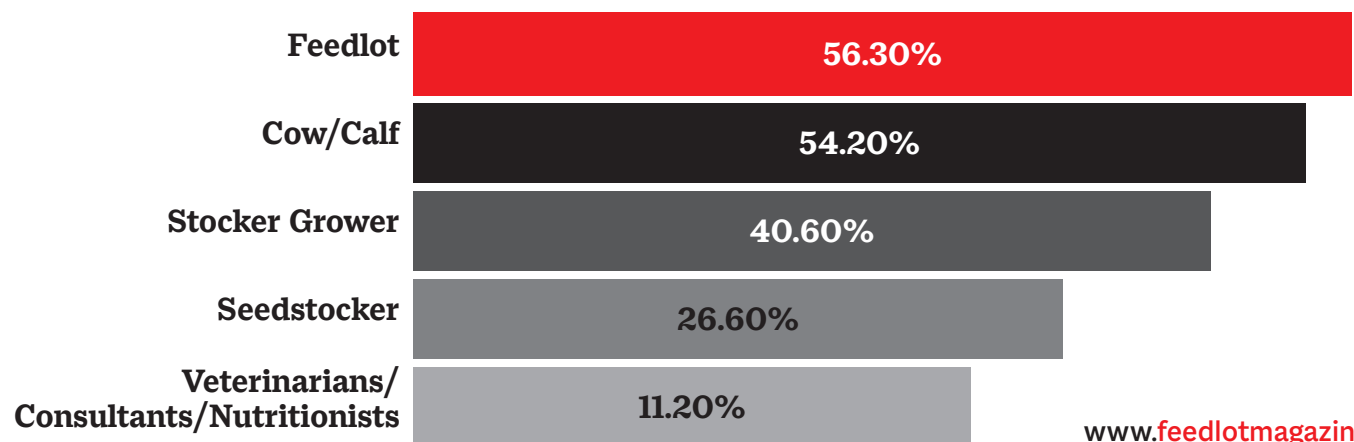
Mailed Circulation: 9659

Feedlot & Cow/Calf = 78.6% of circulation



*Plain and simple,
I learn things when
I read it that apply
to my ranch*
—ETHAN B. Owner ND

Total Percentage of Subscribers



www.feedlotmagazine.com

ELECTRONIC NEWSLETTERS

FEED•LOT eNews

Average **27,273** emails per issue to a targeted feedlot and feeder calf market, having a **21%** open rate, and **17%** click-thru rate. With **43.50%** opened by mobile devices.

Published weekly, highlights news for cattle feeders and those in the feeder calf market.

YourCattle eNews

Average **28,202** emails sent per issue to a targeted cow/calf and stocker market, having an **20%** open rate, and **17%** click-thru rate. With **38.98%** opened by mobile devices.

Published every two weeks, highlights news for ranchers, seedstock and stocker operators.

FEED•LOT's Digital Issue

Sent to **7,329** digital subscribers, **25%** of subscribers access the digital issue and **22%** of digital readers click on live weblinks in each issue. With **38.51%** opened by mobile devices.

Above statistics averaged January - December 2021.

Facebook

As of September 2021 monthly average is - **42,200+** followers, **241k** engagements and **2.5 mil** reach.

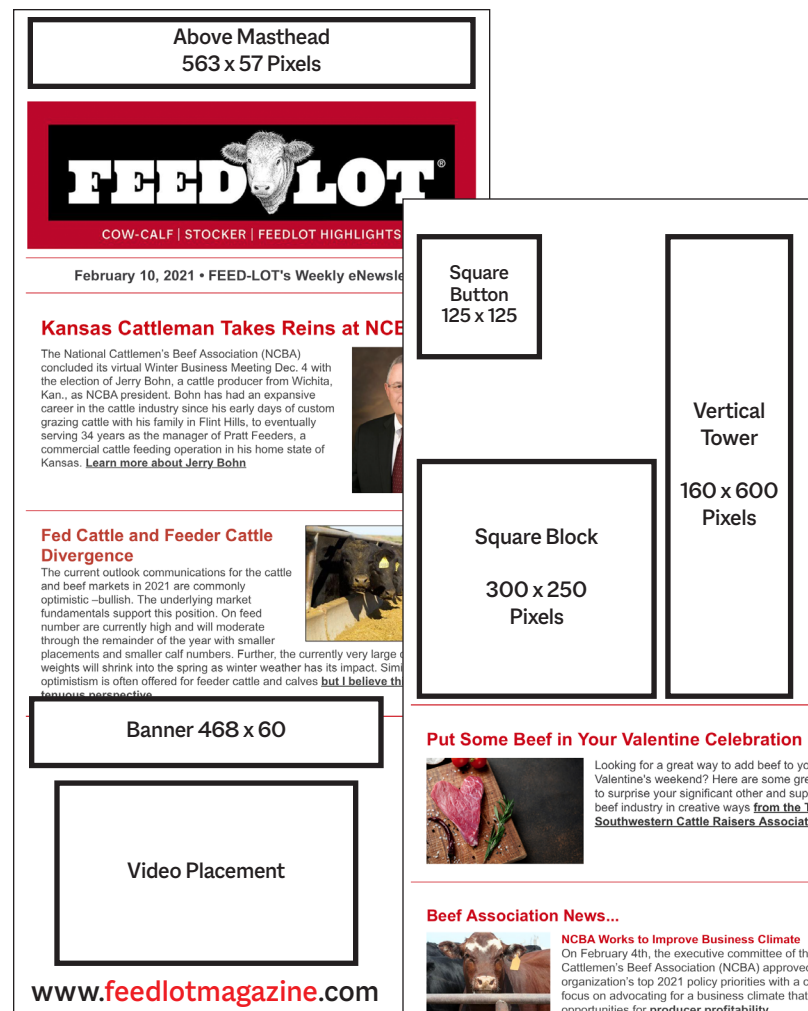


eNewsletter

		Per Week
563 x 57	Above Masthead	\$540.00
160 x 600	Vertical Tower	512.00
125 x 240	Vertical Banner	285.00
200 x 200	Banner	250.00
468 x 60	Banner	285.00
300 x 250	Square Block	365.00
125 x 125	Square Button	145.00
Native Advertising		630.00
Video Placement		512.00

eNewsletter - Accept jpeg and gif files.

Native Advertising - Headline 5-7 words. Photo size Max 300 x 300. Maximum 60 words and may include photo, video snapshot or link. Will be labeled as 'Advertisement.'



Above Masthead
563 x 57 Pixels

Square Button
125 x 125

Vertical Tower
160 x 600 Pixels

Square Block
300 x 250 Pixels

Banner 468 x 60

Video Placement

www.feedlotmagazine.com

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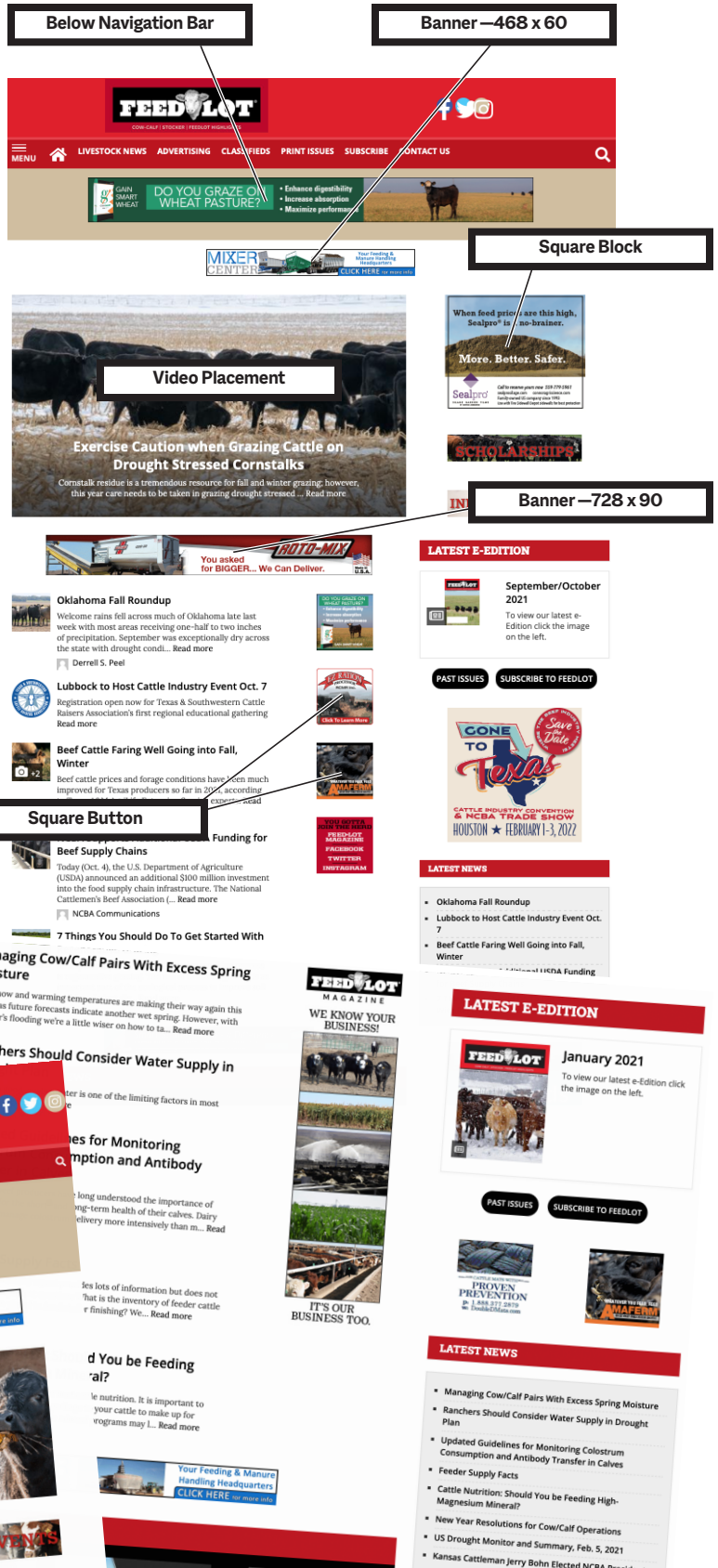
FeedLotmagazine.com offers a large variety of livestock-related news and is updated daily to keep cattlemen informed. Original content as well as press releases and new products provide a well-rounded scope of news, while the industry calendar alerts cattlemen of upcoming meetings and events.

Web Prices		Net Per Month
1280 x 135	Above Masthead	\$613.00
995 x 100	Below Navigation Bar	505.00
728 x 90	Banner	305.00
160 x 600	Vertical Tower	485.00
125 x 240	Vertical Banner	275.00
300 x 600	Large Tower	535.00
200 x 200	Banner	235.00
468 x 60	Banner	215.00
300 x 250	Square Block	360.00
125 x 125	Square Button	140.00
Native Advertising		618.00
Video Placement		505.00

Accept flash, jpeg and gif files - note some mobile devices will not display flash ads.

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

Native Advertising - Headline 5-7 words. Photo size Max 300 x 300. Maximum 60 words and may include photo, video snapshot or link. Will be labeled as 'Advertisement.'



Below Navigation Bar

Banner—468 x 60

Square Block

Video Placement

Banner—728 x 90

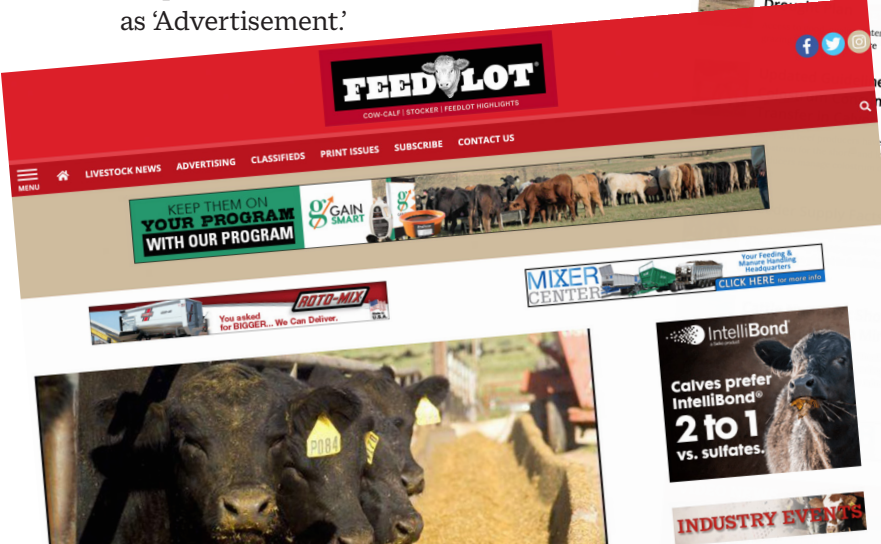
Square Button

LATEST E-EDITION

LATEST NEWS

LATEST E-EDITION

LATEST NEWS



FEED LOT
COW-CALF | STOCKER | FEEDLOT HIGHLIGHTS

MENU | LIVESTOCK NEWS | ADVERTISING | CLASSIFIEDS | PRINT ISSUES | SUBSCRIBE | CONTACT US

KEEP THEM ON YOUR PROGRAM WITH OUR PROGRAM

GAIN SMART

MIXER CENTER - Your Feeding & Manure Handling Headquarters

RATO-MIX - You asked for BIGGER... We Can Deliver.

IntelliBond - Calves prefer IntelliBond 2 to 1 vs. sulfates.

INDUSTRY EVENTS

336 S. Lane, P.O. Box 850, Dighton, KS 67839
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FEED•LOT ADVERTISING RATES

Magazine Front Section

Four Color Gross Rates Effective January 1, 2022

Size	1x	8x	12x	24x
2 Page Spread	\$7,220	\$6,729	\$6,696	\$6,599
1 Page	3,948	3,704	3,688	3,440
2/3 Page Vertical	3,067	2,822	2,790	2,716
1/2 Page Spread	4,343	4,074	4,056	4,004
1/2 Page Island	2,370	2,215	2,169	2,033
1/2 Page Horz/Vert	2,057	1,928	1,920	1,893
1/3 Page Horz/Vert/Sq	1,583	1,489	1,484	1,465
1/4 Page Horz/Vert	1,257	1,187	1,184	1,168
1/6 Page Horz/Vert	987	939	936	923
1/8 Page Vertical	838	802	800	793

*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

**Approximate fraction represents ad size rounded to closest 1/8". When building actual ad please refer to exact decimal dimensions. These measurements represent exact dimensions used in magazine production.

Advantage Section BW

	1x	8x
1/2 Page Horizontal/Vertical	1,175	1,145
1/3 Page Horizontal/Vertical/Square	849	773
1/4 Page Horizontal/ Vertical	628	569
1/6 Page Horizontal/ Vertical	441	403
1/8 Page Vertical	340	309
Column Inch	121	111

Cover Rates and Inserts

Call for pricing, availability and specifications.

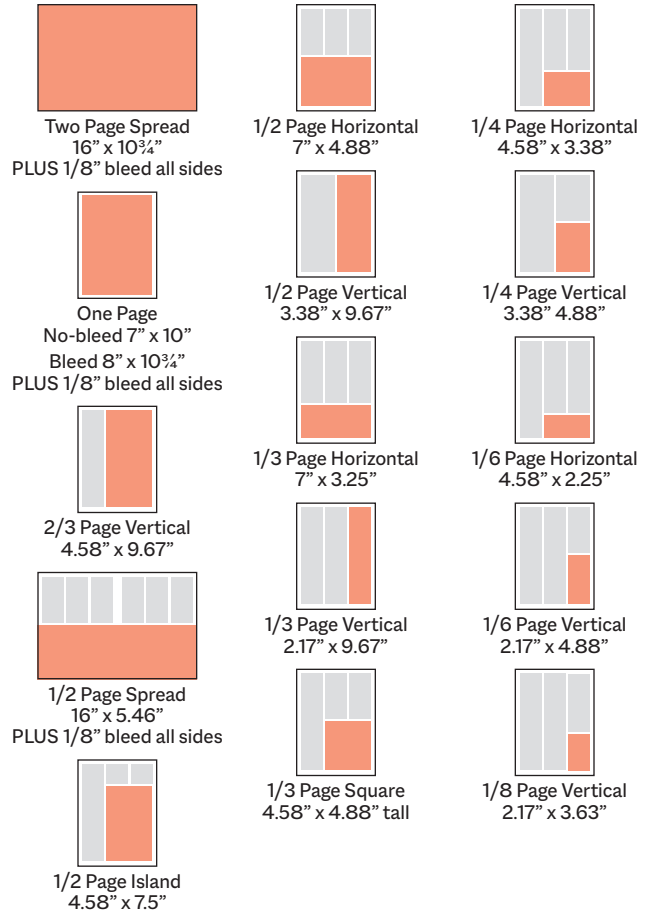
Advertising Requirements

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

- Agency commission, 15%, not including advantage advertising.
- Billing on first day of magazine mailing.
- Terms: Net 30 days from invoice date. Add 3% to invoice if paying with Visa/MC Discover.

www.feedlotmagazine.com



Two Page Spread
16" x 10 3/4"
PLUS 1/8" bleed all sides

1/2 Page Horizontal
7" x 4.88"

1/4 Page Horizontal
4.58" x 3.38"

One Page
No-bleed 7" x 10"
Bleed 8" x 10 3/4"
PLUS 1/8" bleed all sides

1/2 Page Vertical
3.38" x 9.67"

1/4 Page Vertical
3.38" x 4.88"

2/3 Page Vertical
4.58" x 9.67"

1/3 Page Horizontal
7" x 3.25"

1/6 Page Horizontal
4.58" x 2.25"

1/2 Page Spread
16" x 5.46"
PLUS 1/8" bleed all sides

1/3 Page Vertical
2.17" x 9.67"

1/6 Page Vertical
2.17" x 4.88"

1/2 Page Island
4.58" x 7.5"

1/3 Page Square
4.58" x 4.88" tall

1/8 Page Vertical
2.17" x 3.63"

Quality content and useful subjects with real world application —MAGGIE D Owner IN

Issuance, Closing & Cancellation Dates

ISSUE	ADVERTISING CLOSING DATE
30-1 Jan. - Industry & Innovation	December 3, 2021
30-2 February - Spring Calving	January 7, 2022
30-3 March	February 11, 2022
30-4 April/May	March 4, 2022
30-5 June - Parasite & Pest Control	May 6, 2022
30-6 August	July 8, 2022
30-7 September/October	August 5, 2022
30-8 November	October 7, 2022

Mechanical same day as closing.

Cancellations or changes not accepted after closing date. (Cover and insert cancellations cannot be accepted on less than 60 days notice preceding publication date.) Call regarding late placement and material deadlines. We will accommodate advertisers as much as possible.