

FEED•LOT EDITORIAL

2026 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	1-12-26	12-1-25	12-2-25	Industry & Convention	Special Issue NCBA Preview Issue - Copies Distributed at Show
February	2-17-26	1-9-26	1-13-26	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	3-23-26	2-13-26	2-17-26		
April / May	4-13-26	3-6-26	3-10-26		
June	6-15-26	5-1-26	5-5-26	Pest & Parasite Control	Special Issue
August	8-17-26	7-6-26	7-7-26		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	9-14-26	8-3-26	8-4-26		
November	11-9-26	10-2-26	10-6-26	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

I read your magazine because it helps me with my cattle operation and I find it very interesting, I always learn something from your magazine. — Rick C - OWNER

I consider the magazine a continuation of learning about the industry in which I am heavily involved and invested in. It is a very important piece of information to be utilized. — Kyle C - PRESIDENT

www.feedlotmagazine.com

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.

As a cow/calf veterinarian I believe this magazine provides very up-to-date and useful information on beef production.

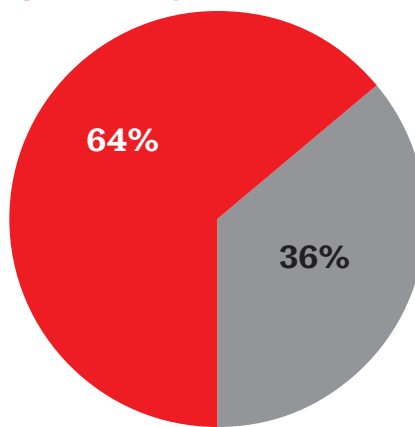
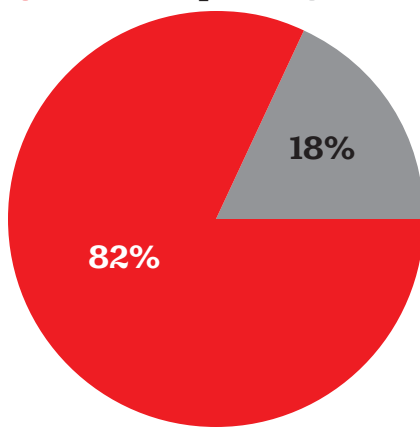
— Raymond S - VETERINARIANE

Feed•Lot Magazine - December 2024 - Quarterly Report Statistics

Mailed Circulation: 9,453

Feedlot & Cow/Calf = 74.23% of circulation

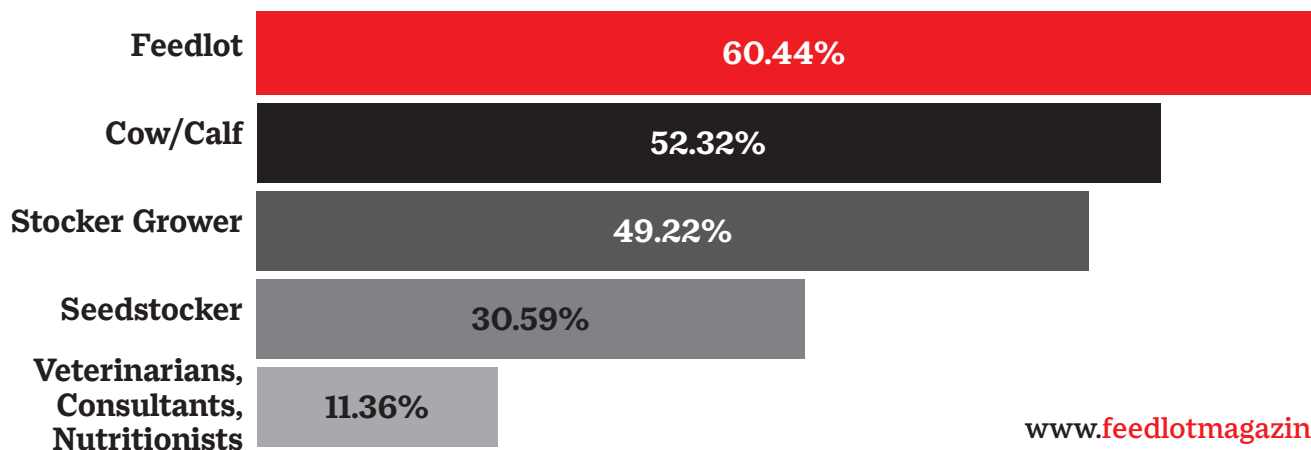
● Direct Request ● Other ● 1 Year ● 2 Year



Keeps me updated on vaccines, herd health, along with market trends.

— Bryan M — OWNER

Total Percentage of Subscribers



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ELECTRONIC NEWSLETTERS

FEED-LOT eNews

Average **27,156** emails per issue to a targeted feedlot and feeder calf market, having a **47.56%** open rate. Published weekly, highlights news for cattle feeders and those in the feeder calf market.



E-Blast

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

Current open rate 47.03%

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

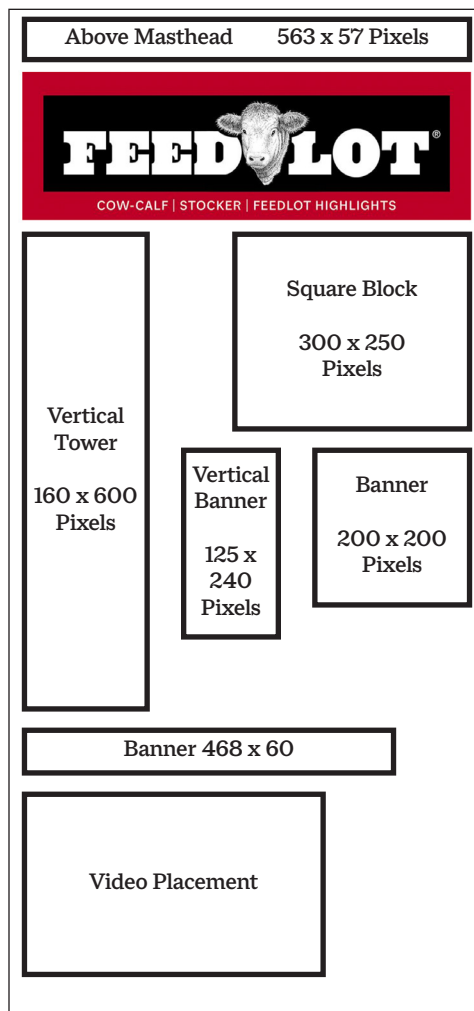
As of June 2025 monthly average is - **112K** followers, **30.4K** engagements and **2.2 million** reach.

eNewsletter

		Per Week
563 x 57	Above Masthead	\$560.00
160 x 600	Vertical Tower	530.00
125 x 240	Vertical Banner	300.00
200 x 200	Banner	260.00
468 x 60	Banner	300.00
300 x 250	Square Block	380.00
Native Advertising		650.00
Video Placement		530.00

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.'



www.feedlotmagazine.com

336 S. Lane, P.O. Box 850, Dighton, KS 67839
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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

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
125 x 240	Vertical Banner	280.00
300 x 600	Large Tower	550.00
200 x 200	Banner	240.00
468 x 60	Banner	260.00
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 - 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.'

The screenshot displays the FeedLot magazine website interface. Key elements include:

- Above Navigation Bar:** A Zoetis advertisement banner at the top of the page.
- Navigation Bar:** A red bar containing the FeedLot logo, social media icons (Facebook, Twitter, Instagram), and a search icon.
- Menu:** A horizontal list of links: LIVESTOCK NEWS, ADVERTISING, PRINT ISSUES, SCHOLARSHIPS & INTERNSHIPS, SUBSCRIBE, and CONTACT US.
- Square Block:** A 300x250 pixel advertisement for 'HEAT STRESS' by Zoetis.
- Banner—728 x 90:** A large banner advertisement for 'HEAT STRESS' by Zoetis.
- Video Placement:** A video player showing a news article about the National Cattlemen's Beef Association (NCBA) announcement regarding Australia's acceptance of beef shipments.
- Wind Injury in Corn:** A text-based article snippet with a small image of a cornfield.
- Controlling External Parasites On Cattle:** A text-based article snippet with a small image of a cow.
- Beef Price Seasonality:** A text-based article snippet with a small image of a cow.
- LATEST E-EDITION:** A section promoting the June 2025 e-edition, featuring a thumbnail image of the magazine cover.
- PAST ISSUES:** A link to view past issues of the magazine.
- SUBSCRIBE TO FEEDLOT:** A prominent call-to-action button.
- MOST POPULAR:** A list of popular articles, including 'President Trump Opens Australian Market to U.S. Beef in Win for American Cattlemen' and 'Expected Beef Yield from a Butcher Calf'.

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FEED•LOT ADVERTISING RATES

Magazine Front Section

4 Color net rates effective Jan. 1, 2026

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

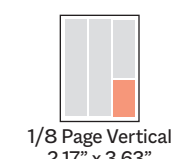
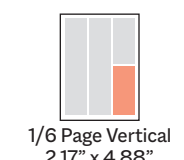
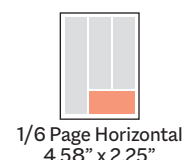
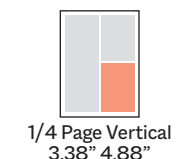
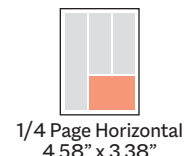
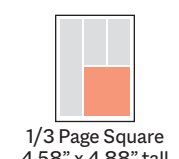
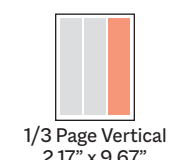
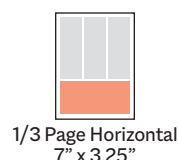
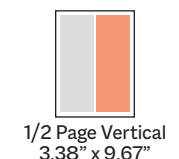
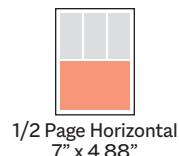
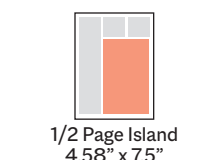
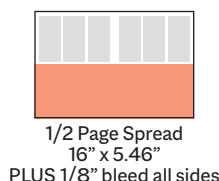
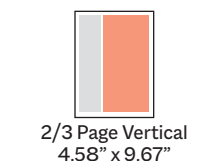
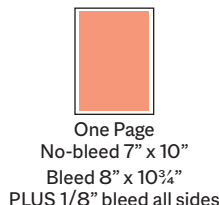
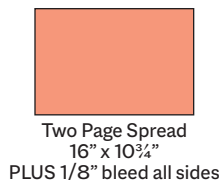
Call for pricing, availability and specifications.

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

- 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.
- 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
34-1 Jan. - Industry & Innovation	December 1, 2025
34-2 February - Spring Calving	January 9, 2026
34-3 March	February 13, 2026
34-4 April/May	March 6, 2026
34-5 June - Parasite & Pest Control	May 1, 2026
34-6 August	July 6, 2026
34-7 September/October	August 3, 2026
34-8 November	October 2, 2026

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