

# THE *S*TOCKMAN

*more than a hobby.*

*Media Kit*

**2020-21**

# Media Kit

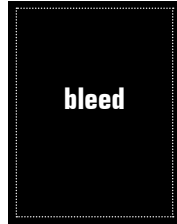
2020-21

## Sizes

### full page with bleed

8.75" x 11.25"

live image area:  
0.5" inside trim

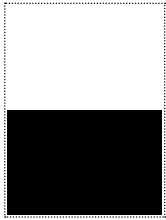


### full page without bleed

7.5" x 10"

### horizontal half page

7.5" x 5" | no bleed



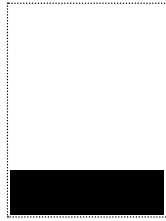
### vertical half page

3.75" x 10" | no bleed



### horizontal third page

7.5" x 3.33" | no bleed



### vertical third page

2.5" x 10" | no bleed



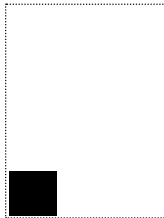
### double card

5" x 5" | no bleed



### reference card

2.5" x 2.5" | no bleed



## Rates

full page \$800

half page \$450

third page \$350

double card \$300

reference card \$80

classified \$30

## Contact

THE STOCKMAN MAGAZINE LLC

PO Box 115, Pipestone, MN 56164

507.820.0803 | office@stockmanmag.com

## Notes

### submit ad copy or materials to:

katie@stockmanmag.com | 507.820.0803

### accepted files types

Press Quality PDF, JPEG in 300dpi, or Adobe Photoshop PSD

### bleeds available

Finished trim size is 8.5" x 11". Bleeds are available on full page ads at no charge. Please note live image area of 7.5" x 10".

### design services

Ad design is available free of charge when you advertise with us!

Express charges apply for materials received after the due date.

*Supplied images must be 300dpi. The Stockman is not responsible for blurred or pixelated images in print.*

### included with print

All sales and events are listed on our sale calendar found on our website. Half and full page ads do include our social media package at no extra charge.

### subscribe for free

Advertisers are not guaranteed printed copies. To receive the latest issue, please subscribe at [thestockmanmag.com/subscribe](http://thestockmanmag.com/subscribe).

### discounts | premium pages

Contact us for frequency discounts and pricing on our premium pages.

### ring service

Call for consultant availability and a personalized quote.

## Dates

issue	materials due
January	December 1
February	January 10
March	February 10
April	March 10
May	April 10
August	July 10
September	August 10
October	September 10
November	October 10
December	November 10

proud member  


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## Extras

### social media package - \$800

Our social media presence is consistently growing and reaching new folks daily! All sharable social media promotions (on Facebook and Instagram) include your ad and links to your business page(s) and website.

Sale information is shared in our weekly *#StockmanSunday* post outlining events in the coming week, plus a reminder on the day of your event.

No event, no problem! We plug your herd bull or product like a dream in our weekly *#FeatureFriday* posts.

And did we mention, our social media package includes a free, full page ad in *The Stockman*?! Ad design included.

*\*social media promotions follow our printed issue schedule.*

### stockman design services

We offer specialized graphic design services for the livestock industry. Contact us for a no-obligation quote on your next flyer, brochure, or catalog!

## Our Readers

### in print

*The Stockman* is the premier livestock publication featuring and serving seedstock and commercial beef producers nationwide. Issues can be found at various events throughout the year and in mailboxes across the country, with the highest concentration of subscribers in the upper Midwest.

### online

Read *The Stockman* anytime, anywhere simply by visiting our website. In every issue, you will find incredible cattle, plus relatable, entertaining, and inspiring editorial features that are shared across our social media platforms each month.

Follow Us!

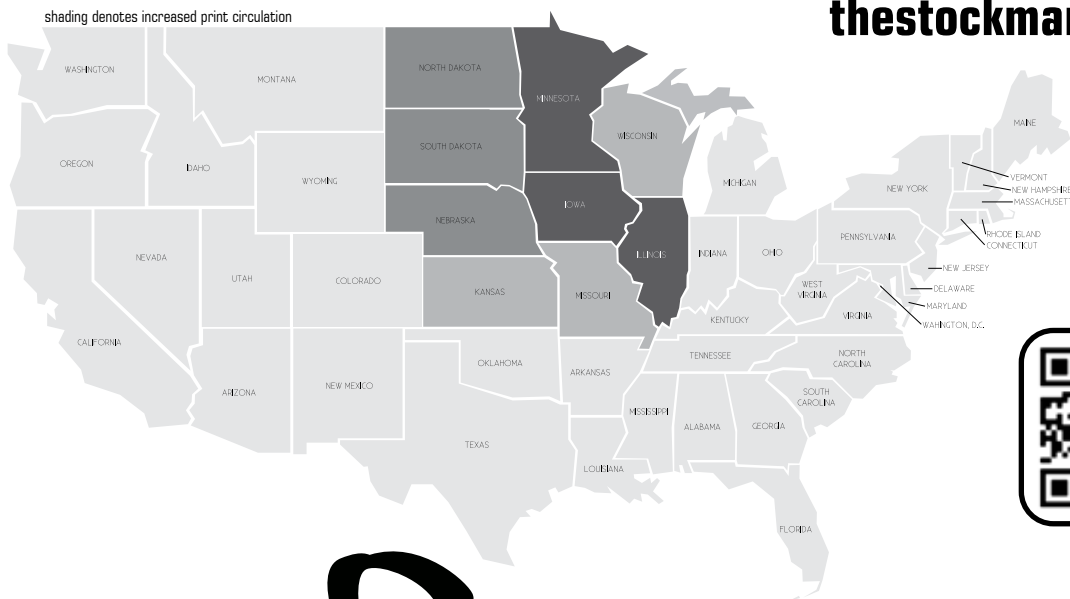


@thestockmanmag

#morethanahobby #thestockman

#stockmansunday #featurefriday

[thestockmanmag.com](http://thestockmanmag.com)



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## Contact

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