



THE MIDWEST

CATTLEMAN



2026 MEDIA KIT



THE MIDWEST
CATTLEMAN
A BACKROAD PRODUCTIONS PUBLICATION

The **Midwest Cattleman** is direct-mailed 10 times/year to subscribers and distributed for free in over 250 Livestock Auctions, Feed & Farm Supply Stores and Vet Clinics throughout Missouri, Kansas, Iowa, Oklahoma, Arkansas, and Nebraska. Circulation is an average of 4-5,000 copies per issue.

MWC MEDIA

For 30 years, **The Midwest Cattleman** has been a valuable resource for the latest beef industry news and management tips for cow/calf producers in fescue country. We cover the largest geographic region of any publication in the Midwest and are continuing our reach with digital marketing and advertising opportunities that will serve as extensions of an already established and trusted print brand. Meet your customers wherever they are with our reputable print or powerful digital offerings.



2026 PRINT ADVERTISING RATES

Prices are for black & white ads. **Full color is FREE!**

Size	1-3x	4-7x	8-10x
Full Page	\$1,206	\$1,097	\$998
Jr Page	\$925	\$841	\$765
1/2 Page	\$765	\$696	\$633
1/2 Page Spread	\$1,376	\$1,251	\$1,138
1/3 Page	\$667	\$607	\$552
1/4 Page	\$569	\$518	\$471
1/8 Page	\$266	\$242	\$220
Business Card	\$222	\$202	\$184

PREMIUM POSITIONS

Location (Full Page)	1-3x	4-7x	8-10x
Inside Front Cover	\$1,265	\$1,150	\$1,045
Page 3	\$1,225	\$1,125	\$1,025
Inside Back Cover	\$1,265	\$1,150	\$1,045
Back Cover	\$1,330	\$1,210	\$1,100

Book Insertions:

Contact your sales rep for a custom quote. Pricing based on delivery to printer. Advertiser is responsible for any additional postage charge.

Seedstock & AgriBusiness Directory:

1-3x = \$30/column inch, 4-7x = \$25/column inch, 8-10x = \$21/column inch

2026 PRINTING SIZES

FULL PAGE



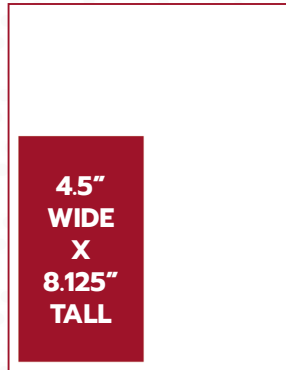
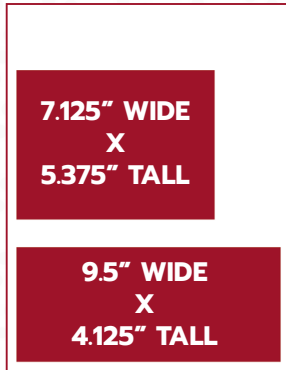
JR PAGE



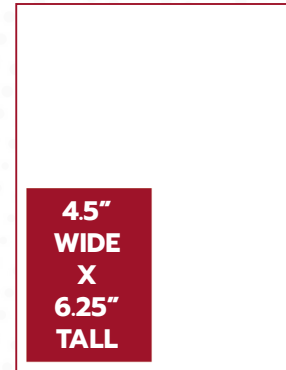
1/2 PAGE



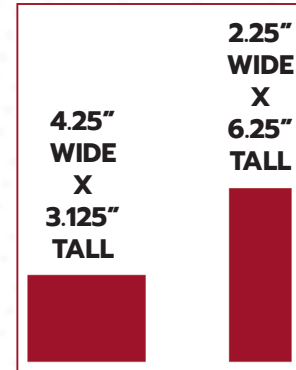
1/3 PAGE



1/4 PAGE



1/8 PAGE



SEEDSTOCK & AGRIBUSINESS DIRECTORY

2.1875" W
(Available in 1, 2, 3 or 4" T)

BUSINESS CARD

3.5" WIDE
X
2" TALL

2 PAGE SPREAD SIZE:

1/2 Page:
19" Wide X 6.25" Tall

Ad format & submission: All ads or ad material should be sent as PDF to design@midwestcattleman.com. Ads or ad material must be received by the ad closing date to receive final proofing. Fonts and images must be embedded and images must be at least 300dpi actual size. (no stretching)

2026 DIGITAL ADVERTISING RATES

FACEBOOK

www.facebook.com/themidwestcattleman

24 Hour Story	\$50
7 Day Post	\$150
Post with no Delete	\$250

Premium Posts

Facebook "Featured Product"

60 second high quality video upload promoting product or service

Posted Monday morning through Friday afternoon, pinned to top of MWC FB page
\$500

Featured Stories

Highlighted feature stories from each issue shared on MWC FB page
Sponsor will be tagged at bottom of post and post will not be deleted
\$350

Weekly Production Sale Directory

Each week of sale season, upcoming production sales happening that week will be listed along with their ad image. Sponsor will be tagged at top of post and post will remain public for 7 days
\$150/week or \$550/month



Weekly Production Sale Directory

Featured Story

CATTLEMAN'S ACADEMY

The Cattleman's Academy Masterclass series are periodic virtual workshops where producers can learn the latest beef management tips, marketing strategies and cutting edge technologies to incorporate on their operation.

This free educational event is conducted live on Zoom and features a speaker or panelist to share a 45-60 minute workshop.

RECORDING OF EACH MASTERCLASS IS INCLUDED IN THE SUBSCRIBER AREA AS BONUS CONTENT FOR ON-DEMAND ACCESS.

Sponsor an upcoming Cattleman's Academy for only \$350!

Sponsorship includes:

- Mention on all social media promotion posts
- Logo on Cattleman's Academy online registration page
- Logo in all promotional and registration reminder emails
- 10 minute speaking opportunity at beginning of class



2026 Schedule

(Speakers & Topics TBD):

February-Genetics

April-Marketing

June-Young Producers

August-Women in Ag

October-Animal Health

Summer Subscriber Sweepstakes



SHOW YOUR SUPPORT

for **The Midwest Cattleman** and get your brand in front of thousands of potential customers through our Summer Subscriber Sweepstakes!

From June 1-August 15, we will run a campaign for new subscribers to **The Midwest Cattleman** through print, digital and social media platforms, with a drawing conducted at the end and **3 lucky winners** receiving a special prize.

SUBSCRIBE TODAY

SPONSORSHIP OPPORTUNITIES:

Presenting Sponsor \$1,000

- Logo included on all ads and promotional graphics
 - Tagged in all social media posts
 - Hyperlinked logo on website signup page
- Option to donate prizes as part of sponsorship in lieu of cash

Sweepstakes Sponsor \$350 (3 available)

- Tagged in all social media posts
- Listed on website signup page

SPONSORSHIPS AVAILABLE ON A FIRST-COME, FIRST SERVE BASIS - CONTACT YOUR REP TODAY TO RESERVE YOUR SPOT

2026 WEBSITE ADVERTISING RATES

Size	Description	Page	Position	Insertion (# of Months)	Rate per Month
400x100	Banner Ad	Multi-Page*	Top	1-3x	\$400
				4-6x	\$375
				7-10x	\$350
				12x	\$300
500x100	Banner Ad	Archives	Under current year archives	1-3x	\$350
				4-6x	\$325
				7-10x	\$300
				12x	\$250
225x650	Block Ad	Subscriber Area	Left- next to current month content	1-3x	\$500
				4-6x	\$475
				7-10x	\$450
				12x	\$400

*Banner ad appears on Home, Subscriber, Archives and Cattleman’s Academy pages

2026 WEBSITE AD PLACEMENT

BANNER AD - TOP

CATTLEMAN Home Subscriber Area Archives Media Kit Subscribe

YOUR AD HERE YOUR AD HERE YOUR AD HERE

SUBSCRIBE TODAY
CATTLEMAN \$20/Year

REGISTER FOR **FREE** **CATTLEMAN'S ACADEMY** **CLICK HERE TO LEARN ABOUT OUR NEXT CLASS**

BANNER AD - ARCHIVES

CATTLEMAN Home Subscriber Area Archives Media Kit Subscribe

Archives

2025

January February March

YOUR AD HERE YOUR AD HERE

BLOCK AD - SUBSCRIBERS AREA

CATTLEMAN Home Subscriber Area Archives Media Kit Subscribe

SUBSCRIBER AREA

We are working on your exclusive Subscriber Area where you can access all the digital and bonus content available to subscribers. In the meantime, please check out the audio interviews below!

April 2025

Feature Stories

UNLOCKING THE POWER OF AI
THE CATTLE MARKETING CHECKLIST
BREEDER PROFILE: SASAPRAS VALLEY RANCH

Dr. Sandy Johnson & Dr. Thiago Martins Interview
00:00

Kellie Currie Ripper Interview
00:00

Bruce Shanks Interview
00:00

Rocky Forsyth Interview
00:00



COMING SOON!



MWC Podcast
Launching 2026



MWC Email Marketing
Launching 2026

**Contact an ad rep to receive first access to advertising opportunities
when these platforms launch!*



2026 EDITORIAL CALENDAR & PRINT DATES

Each issue of *The Midwest Cattleman* features a different breed and provides content tailored to important seasonal or industry topics.

JANUARY

Red Angus

Technology, Veterans in Ag

Bonus Circulation to Missouri Cattleman's Association Convention Attendees

Jan 7th

Ads close Dec 8th

FEBRUARY

Charolais

Bull Selection & Genetics, Business Strategy

Bonus Circulation to Missouri Farm Bureau YF&R, Western Farm Show and Missouri Spring Forage Conference Attendees

Jan 28th

Ads close Jan 5th

MARCH

Gelbvieh

Spring Pasture Management, Policy & Legislation

Feb 25th

Ads close Feb 2nd

APRIL

South Poll & Limousin

Reproduction & Fertility, Marketing

Mar 25th

Ads close Mar 2nd

MAY

Hereford

Beef Month, Summer Forage Management

Apr 29th

Ads close Apr 6th

JUNE/JULY

Brangus & Santa Gertrudis

Young Producers, Youth in Ag

Jun 10th

Ads close May 18th

AUGUST

Beefmaster

Women in Ag, Fall Pasture Management

Jul 29th

Ads close Jul 6th

SEPTEMBER

Shorthorn & AOB

Education on the Farm, Farm Safety

Aug 26th

Ads close Aug 3rd

OCTOBER

Angus

Marketing, Animal Health

Bonus Circulation to Ozark Fall FarmFest Attendees

Sept 30th

Ads close Sept 7th

NOVEMBER/DECEMBER

Simmental

Winter Nutrition, Business Planning & Taxes

Nov 11th

Ads close Oct 19th



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ADVERTISING TERMS & CONDITIONS



Payments: Invoices will be sent via email immediately following ad closing date with **payment due within 30 days**. Past-due accounts will be subject to a 2% late fee per month.

Rate & Cancellation Policy: Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. If placements are cancelled prior to completion of the contract, a cancellation fee of 50% of the rate of all remaining placements will be due. Advertisers are responsible for ensuring ad designs are sized to the proper specs prior to submission.

Design & Production: Advertising rates are based on camera-ready artwork. **Ad design and production is available for additional charge.** Please visit with your sales rep for a quote.

Ad format & submission: All ads or ad material should be sent as PDF to design@midwestcattleman.com. Ads or ad material must be received by the ad closing date to receive final proofing. Fonts and images must be embedded and images must be at least 300dpi actual size (no stretching)

CONTACT YOUR SALES REP

EDITOR/PUBLISHER

Austin Black

1402 NW County Road 2001
Butler, MO 64730
editor@midwestcattleman.com
660-386-0635

ADVERTISING

Brenda Black

660-200-5941
brenda@thewordsout-brendablack.com

Austin Black

660-386-0635
advertising@midwestcattleman.com

Riley Cesonis

417-214-8299
riley.midwestcattleman@gmail.com

Ashley Williams

417-309-1155
ashley.midwestcattleman@gmail.com

NATIONAL ADVERTISING

Wendy McFarland

334-652-9080
mcfarlandadvantage@gmail.com

NEW PRODUCT ANNOUNCEMENTS AND NEWS RELEASES WELCOME.

Send to editor@midwestcattleman.com

ADDITIONAL SERVICES

Marketing Services & Video Production

Backroad Productions
austin@backroad-productions.com
660-200-6327

