



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

Combine with social and digital advertising options to receive multi-platform discount

2026 PRINT ADVERTISING RATES

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



SEEDSTOCK & AGRIBUSINESS DIRECTORY

Size	1-3x	4-7x	8-10x
1"	\$30	\$25	\$21
2"	\$60	\$50	\$42
3"	\$90	\$75	\$63
4"	\$120	\$100	\$84

BREEDER'S PEN

Exclusive to Featured Breed each issue:

1x placement - \$165

Combine with 10x Seedstock & Agribusiness Directory - \$135

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

ANGUS	HIGHLAND	RED ANGUS	SANTA GERTRUDIS
<p>SCHROCK CATTLE Aussie and Hereford</p> <p>High Performing, Gentle, Maternal, and Efficient</p> <p>Steve & Emily Schrock 660-898-1163 Sarah Hat Drive Greentop, MO</p>	<p>Heartland Highland Cattle Association & Registry</p> <p>2026 Highland Auctions Spring May 2 and Fall December 5 Springfield, MO, USA 6430 www.hhcausauctions.com</p> <p>For more info and a free information packet call, text or email us at: 417-345-0975 heartlandhighlandcattle@gmail.com</p>	<p>K Farms</p> <p>Large Selection Red Angus Bulls, Yearlings - 3 Yrs. Ken Keenan HI 816-675-2503 C 816-390-0588 Kody Keenan C 816-724-1432 Osborn, MO 64471 email: ken@kfarmsredangus.com</p>	<p>Santa Gertrudis Bulls Polled & Gentle Jim Campbell Farm Cameron, MO 816-830-3033</p>
<p>Coal Valley Angus</p> <p>From Pasture To Plate Meeting our customers' needs the Coal Valley Way! Grown on SE Kansas Eastern Jacks Cattleman 620-249-0100 Jace Coltrane 620-249-1114 Cherokee, KS coalvalleyangus.com</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">LIMOUSIN</p> <p>LIMOUSIN CATTLE Bull - Black & Red Red Heifer & Open Heifer Duck J Band - Madison, MO Web site: Home: 417-350-9810 417-214-4567</p>	<p>MAPLE OAKS RED ANGUS</p> <p>Ray: (314) 630-0332 MapleOaksRedAngus.com Located in Central Missouri</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">SHORTHORN</p> <p>Waukaru</p> <p>Polled Shorthorn and Durham Reds Watch for our Spring & Fall Annual Production Sales Toby: 219.819.4030 Barry: 219.819.0430 Rensselaer, IN</p>
<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">BRANGUS</p> <p>HORSEHEAD RANCH Brangus Bulls & Heifers</p> <p>✓ Delivery Available ✓ Discounts for Veterans!</p> <p>Visit: HorseheadRanch.net</p> <p>Call Mike Taylor: 918-695-2357</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">RIDGE VIEW ACRES LIMOUSIN</p> <p>Owners: Ron & Valerie Dent C/O Camp, MO rlent@ridgview.com 660-668-3954</p> <p>Cattle for sale by private treaty</p>	<p>SHOAL CREEK LAND & CATTLE Ed and Kathi Rule Excelsior Springs, Missouri</p> <p>CATTLE MANAGER FARM MANAGER David Voss Scott Alvey 660-808-1141 816-885-6382 shoalcreekcattle@aol.com www.shoalcreeklandandcattle.com SIMMENTAL & RED ANGUS GENETICS</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">MISC</p> <p>Specializing in Land Equipment and Livestock For Lippincott Side Info Contact Mike Williams Higginsville, MO 644-797-6499 www.mikewilliams.net</p>
<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">HEREFORD</p> <p>Annual Sale 4th Monday in March</p> <p>June: 785-499-2210 (the barnet) JIM: 785-466-1611 www.threehillbranch.com Arden: 785-466-1422 Box 4 - Dingle, KS 66848 Andrew: 785-499-2626 jandrew@t3p.com</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">RED ANGUS</p> <p>Lacy's Red Angus Drexel, MO Balanced & Proven Genetics</p> <p>Dan: 913-609-1912 www.lacysredangus.com</p>	<p>SHOAL CREEK LAND & CATTLE Ed and Kathi Rule Excelsior Springs, Missouri</p> <p>CATTLE MANAGER FARM MANAGER David Voss Scott Alvey 660-808-1141 816-885-6382 shoalcreekcattle@aol.com www.shoalcreeklandandcattle.com SIMMENTAL & RED ANGUS GENETICS</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">WHEELER</p> <p>Specializing in Land Equipment and Livestock For Lippincott Side Info Contact Mike Williams Higginsville, MO 644-797-6499 www.mikewilliams.net</p>
<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">THREE HILLS HEREFORDS</p> <p>Quality Horned Herefords</p> <p>Jerry Ellis 660-909-6110 Centerview, MO jellerry@barnet.com</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">ELLIS CATTLE CO.</p> <p>High Quality Red Angus</p> <p>Jerry Ellis 660-909-6110 Centerview, MO jellerry@barnet.com</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">THE CATTLEMAN</p> <p>ADVERTISE HERE!</p> <p>660-386-0635 advertising@midwestcattleman.com</p>	<p style="background-color: #800000; color: white; text-align: center; font-weight: bold;">SOLAR FEEDERS</p> <p>PORTABLE AUTOMATIC LIVESTOCK FEEDERS</p> <p>• Feed On Time Every Time • Big Feed In Bulk • Eliminate Hand Feeding • Stay Safe • Eliminate Storage and Waste Issues</p> <p>CALL TODAY OR VISIT OUR WEBSITE: 855-646-7123 • www.solarfeeders.com Revere, MI</p>

2026 PRINTING SIZES

FULL PAGE



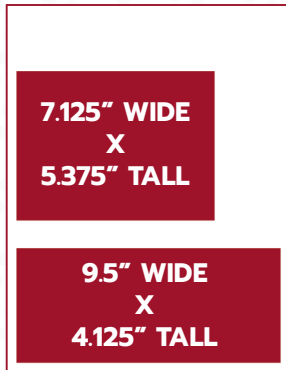
JR PAGE



1/2 PAGE



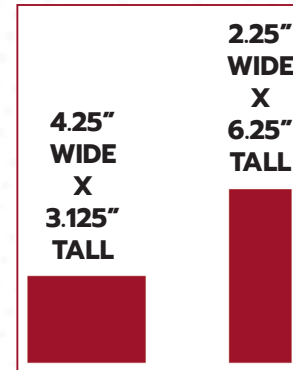
1/3 PAGE



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

BREEDER'S PEN
 3" X 2.25"

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 ADD ON'S

*Available with any print order \$450 or more



GROW YOUR REACH by adding these affordable digital advertising options to your print campaign

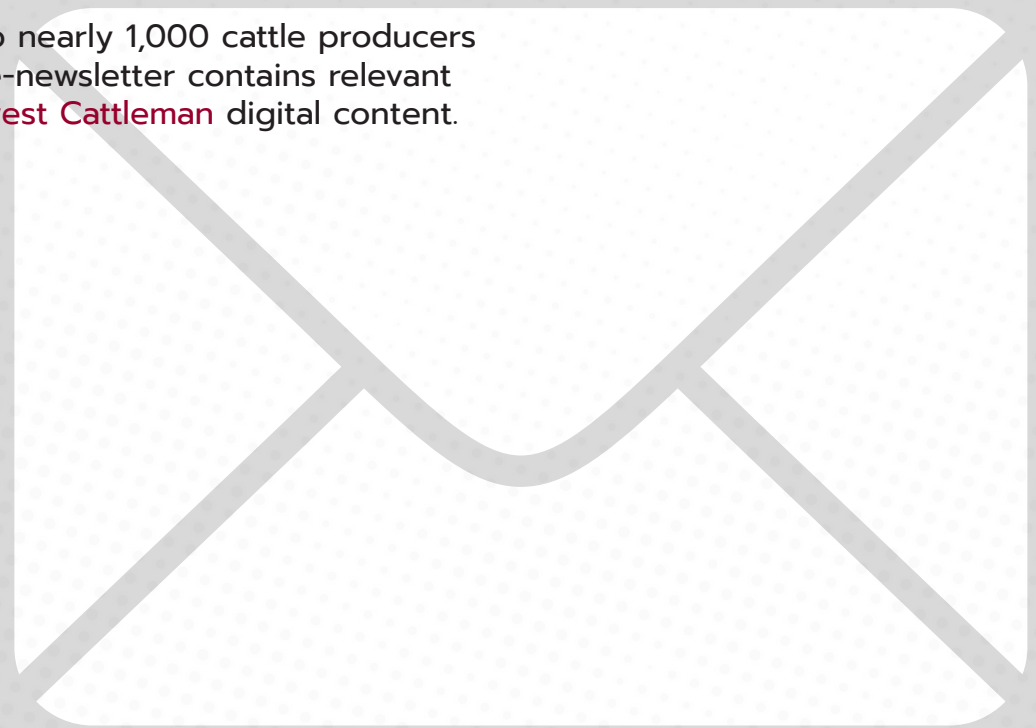
EMAIL ADVERTISING

Size	Description	Rate per Week
660p x 200p	Banner ad	\$75
300p x 265p	Block ad	\$65
660p x 90p	Premium banner	\$100

Premium banner ad placed front and center at top of email header

The Midwest Cattleman e-newsletter is sent weekly to nearly 1,000 cattle producers nationwide, with an average open rate of 46%. Each e-newsletter contains relevant beef industry news and events, and links to **The Midwest Cattleman** digital content.

Files .jpg format, RGB, 72 DPI
Rates are for camera-ready artwork. Ad design available for additional charge.
Ads must be booked at least 2 weeks in advance.



2026 SOCIAL MEDIA ADVERTISING RATES



FACEBOOK



www.facebook.com/themidwestcattleman

Weekly Production Sale Directory

- 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



The Midwest Cattleman
 Published by Austin Black · March 11 ·

Weekly Production Sale Directory
 Looking for select genetics for your herd? Check out the sales happening this week across the Midwest.

- Mar 15- **Waukaru Farms** "The Gathering" Shorthorn Bull Sale, Rensselaer, IN 219-819-0430
- Mar 15-Reds In the Green Hills Sale (<https://dash.livestockdirect.com/projects/bdf5d221>), Harris, MO 660-748-6350 OR 660-748-8352
- Mar 15- **Wild Indian Acres** Annual Spring Bull Sale, Carthage, MO 636-236-0306
- Mar 16- **Briarwood Angus Farms** Bull & Female Sale, Butler, MO 660-464-1962

Bull & Female Sale
03.16.25 * 1 PM * Butler, MO

Eclipsing the Rest When it Comes to Carcass

What Pulls Matter Together for Size, More Muscle & Marbling

Wild Indian Acres
SPRING CHAROLAIS BULL SALE
 1pm - Saturday - March 15 2025
 Selling 50 Polled 16-Month Old Bulls

The Midwest Cattleman
 Published by Austin Black · June 26 ·

Chad and Jamie Daniel make Magnolia, Arkansas their home, and Santa Gertrudis the only breed allowed at 777 Farms. "I was born into the Santa Gertrudis breed," Jamie said. "All I've ever known is Santa Gertrudis cattle." City-born Chad caught his appreciation for "gerts" second-hand via his first love - Jamie. "I've created a monster," Jamie joked. "Chad is head-over-heels in love with the cattle."

This issue's breeder profile shares the legacy of Triple Seven Farms and how Chad and Jamie are using the show ring to help others learn to love Santa Gertrudis cattle. Find their story online at www.midwestcattleman.com and hear their story in the Subscriber Area

See insights and ads Boost post

12 likes 2 comments 6 shares

Like Comment Share

Years of Fall
 Year-Old Bulls

Top 5% Marb; Top 4% \$Q; Top 10%
 Briarwood Home Town 400g
 G A R Home Town X Briarwood Clover Pride 1129

Reds in the Green Hills
 MARCH 15, 2025 | 12 PM

Boost post
 Comment Share

*For best ad quality, files should be in .mov, .mp4 or .jpg format and sized for Facebook post. Rates are for camera-ready artwork. Ad design available for additional charge.

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 DIGITAL 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

2026 DIGITAL 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
CHECKOUT

THE CATTLE MARKETING
CHECKOUT

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

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



THE MIDWEST

CATTLEMAN

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



THE MIDWEST

CATTLEMAN

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 unless otherwise indicated. Fonts and images for print advertising must be embedded and images must be at least 300dpi actual size (no stretching)

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leah.midwestcattleman@gmail.com

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ashley.midwestcattleman@gmail.com

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334-652-9080
mcfarlandadvantage@gmail.com

NEW PRODUCT ANNOUNCEMENTS AND NEWS RELEASES WELCOME.

Send to editor@midwestcattleman.com



ADDITIONAL SERVICES

Sale Photography & Video

- Over 10 years experience
- Strong attention to detail
- Professionalism
- Timely Delivery

Visit backroad-productions.com/portfolio to see videos



*Discount available for The Midwest Cattleman
advertisers*



Contact for a FREE quote
austin@backroad-productions.com
660-200-6327