



THE MIDWEST

CATTLEMAN



2025 MEDIA KIT



THE MIDWEST
CATTLEMAN
A BACKROAD PRODUCTIONS PUBLICATION

The **Midwest Cattleman** is direct-mailed 10 times per year to subscribers and distributed for free in over 300 Livestock Auctions, Feed & Farm Supply Stores and Vet Clinics throughout Missouri, Kansas, Iowa, Oklahoma, Arkansas, Illinois and Nebraska.

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.



2025 PRINT ADVERTISING RATES

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

Size	1-3x	4-7x	8-10x
2 Page Spread	\$1,877	\$1,720	\$1,565
Full Page	\$1,044	\$957	\$870
Jr Page	\$800	\$730	\$665
Jr Page Spread	\$1,433	\$1,314	\$1,195
1/2 Page	\$660	\$605	\$550
1/2 Page Spread	\$1,188	\$1,089	\$990
1/3 Page	\$576	\$528	\$480
1/4 Page	\$492	\$451	\$410
1/8 Page	\$230	\$211	\$192
Business Card	\$192	\$176	\$160

PREMIUM POSITIONS

Location (Full Page)	1-3x	4-7x	8-10x
Inside Front Cover	\$1,135	\$1,045	\$950
Page 3	\$1,080	\$990	\$900
Inside Back Cover	\$1,135	\$1,045	\$950
Back Cover	\$1,200	\$1,100	\$1,000
Coming Soon Sales (1/8 Page)	\$270	\$247	\$225

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 = \$15/column inch, 4-7x = \$13/column inch, 8-10x = \$11/column inch

2025 PRINTING SIZES

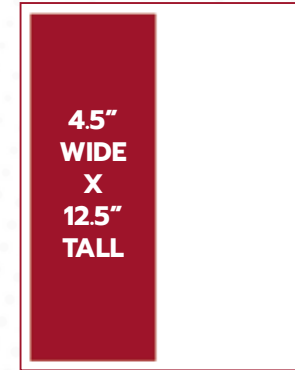
FULL PAGE



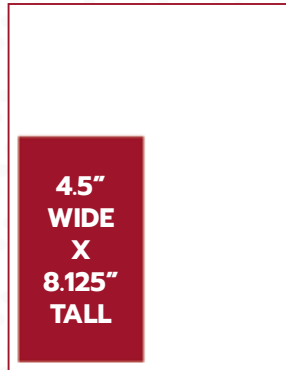
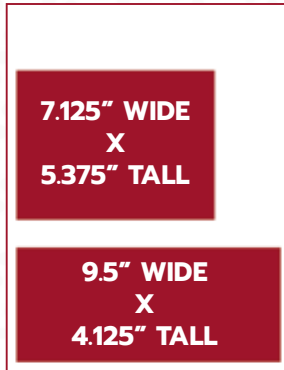
JR PAGE



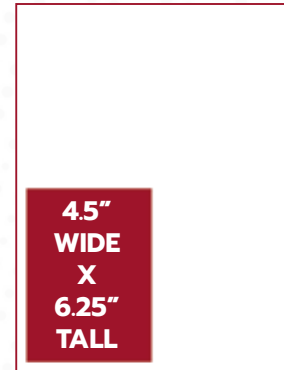
1/2 PAGE



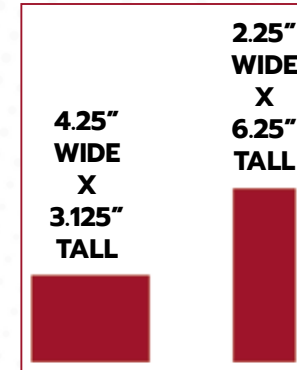
1/3 PAGE



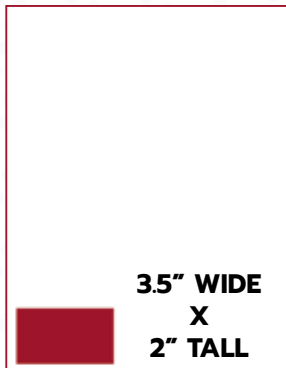
1/4 PAGE



1/8 PAGE



BUSINESS CARD



2 PAGE SPREAD SIZES:

Full Page:
19" Wide X 12.5" Tall

Jr Page:
14" Wide X 9.5" Tall

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)

2025 DIGITAL ADVERTISING RATES



FACEBOOK



www.facebook.com/themidwestcattleman

713 followers

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





COMING SOON!



MWC Instagram

Launching Winter-Spring 2025



MidwestCattleman.com Digital Advertising

Launching Winter-Spring 2025



MWC Podcast

Launching Spring-Summer 2025



MWC Email Marketing

Launching Summer-Fall 2025

**Contact a sales rep to reserve your spot on these upcoming platforms!*

2025 EDITORIAL CALENDAR & PRINT DATES

Each issue of *The Midwest Cattleman* features a different breed and provides content tailored to important seasonal or industry topics. Copies are also mailed to a brand new list of readers from each breed.

JANUARY

Red Angus

New Technology & Products, Farm & Livestock Safety

Jan 9th

Ad deadline is Dec 9th

FEBRUARY

Hereford

Policy & Legislation, Diversifying Operation

Feb 6th

Ad deadline is Jan 13th

MARCH

Gelbvieh

Spring Pasture Management, Bull Selection & Genetics

Mar 6th

Ad deadline is Feb 10th

APRIL

South Poll & Limousin

Reproduction & Fertility, Marketing

Apr 3rd

Ad deadline is Mar 10th

MAY

Charolais

Beef Month, Summer Forage Management

May 8th

Ad deadline is Apr 14th

JUNE/JULY

Brangus & Santa Gertrudis

Young Producers, Youth in Ag

Jun 12th

Ad deadline is May 19th

AUGUST

Beefmaster

Women in Ag, Fall Pasture Management

Aug 7th

Ad deadline is Jul 14th

SEPTEMBER

Simmental

Education on the Farm, Farm Improvements

Sept 11th

Ad deadline is Aug 11th

OCTOBER

Angus

Marketing, Animal Health

Oct 9th

Ad deadline is Sept 8th

NOVEMBER/DECEMBER

Shorthorn & AOB

Winter Nutrition, Business Planning & Taxes

Nov 13th

Ad deadline is Oct 20th

CONTACT YOUR SALES REP

EDITOR/PUBLISHER & ADVERTISING

Austin Black

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660-386-0635

ADVERTISING

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NATIONAL ADVERTISING

Wendy McFarland

334-652-9080
mcfarlandadvantage@gmail.com

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.

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.

New Product Announcements and News Releases are welcome. Send to editor@midwestcattleman.com

ADDITIONAL SERVICES

Marketing Services & Video Production

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

