

# CALIFORNIA CATTLEMAN



## 2022 MEDIA KIT



THE OFFICIAL PUBLICATION OF THE CALIFORNIA CATTLEMEN'S ASSOCIATION





## FACTS & INFORMATION

**FREQUENCY: 11 TIMES A YEAR. MONTHLY WITH JULY & AUGUST COMBINED.**

The *California Cattleman* magazine is an award-winning publication that has been highly respected in the agriculture and livestock communities for decades. The ability of this publication to maintain relevance to beef producers across the country for many years demonstrates the California Cattlemen's Association's commitment to keeping beef producers informed and providing the best advertising option for you!

### TARGET AUDIENCE

- Beef producers – commercial, seedstock and feedyard
- Beef industry supporters
- Property owners
- Allied industry partners
- State and local government officials

### READERSHIP

The *California Cattleman* is an invaluable resource for reaching the people who want your products and services, including nearly 5,000 members of the California Cattlemen's Association and California CattleWomen, Inc. This award-winning publication also reaches several thousand additional readers, including:

- Subscribing ranchers throughout the Western U.S.
- State and local agriculture officials
- California livestock auction yard buyers and sellers
- Elected officials

### YOUR ADVERTISING DOLLARS AT WORK

Every dollar of "profit" from advertising is reinvested into the ranching community. Last year, your advertising dollars not only delivered your ad in over 10,000 homes throughout the West but also funded critical efforts to benefit the ranching community including:

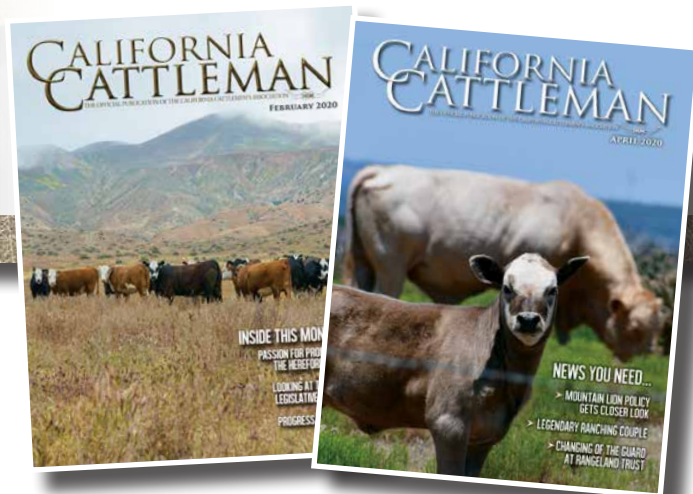
- Seeking delisting of several species from the California Endangered Species Act.
- Tackling challenges related to prescribed fire and other efforts aimed at diminishing the risk and severity of wildfire.
- Fighting to keep beef on school lunch menus.

### FIELD & RING SERVICES

It is important to CCA that as an advertiser, you get the most bang for your buck. For more than 20 years, Matt Macfarlane has served as one of California's premier livestock auction affiliates, working ringside at production and consignment sales, as well as working to help producers market their cattle prior to sale time. Both buyers and sellers look to Macfarlane for guidance in their marketing needs.

As an advertiser, not only do you reach subscribers who use this publication as a top source of information, you also gain access to a respected marketing agent who will work specifically to get you buyers and ensure your stock go for top dollar at marketing time. With more than two decades in the marketing business, Macfarlane's experience, coupled with the quality of the *California Cattleman* as a publication, gives you – the advertiser – the best opportunity to gain from advertising your products and services.

For more information, or to place your advertising order, contact Matt Macfarlane at (916) 803-3113 or [m3cattlemarketing@gmail.com](mailto:m3cattlemarketing@gmail.com) or contact the CCA office at (916) 444-0845.



## EDITORIAL

The *California Cattleman* has been the official publication of the California Cattlemen's Association since 1918. CCA is the only organization dedicated solely to protecting and preserving beef production in California. As the official publication of CCA, the *California Cattleman* is the only magazine published in the state that is written specifically for beef producers in the Golden State. This magazine provides relevant and timely information of interest and necessity to cattle producers in the West. Topics of focus include:

- Herd health information
- Breed features
- Innovative ideas for producers
- The latest news from the beef cattle community
- Current state and federal lobbying issues
- Water and property rights
- Disaster relief options
- Cattle marketing

**For editorial inquiries or requests, contact the California Cattlemen's Association at (916) 444-0845 or e-mail [magazine@calcattlemen.org](mailto:magazine@calcattlemen.org)**

## 2021 ADVERTISING DEADLINES

ISSUE	SPACE	MATERIAL	CAMERA READY
January	Dec. 2, 2021	Dec. 9, 2021	Dec. 16, 2021
February	Jan. 3, 2022	Jan. 10, 2022	Jan. 17, 2022
March	Feb. 1, 2022	Feb. 10, 2022	Feb. 16, 2022
April	March 1, 2022	March 10, 2022	March 15, 2022
May	April 1, 2022	April 11, 2022	April 15, 2022
June	May 2, 2022	May 10, 2022	May 16, 2022
July/August	June 10, 2022	June 20, 2022	June 27, 2022
September	July 29, 2022	Aug. 8, 2022	Aug. 15, 2022
October	Sept. 2, 2022	Sept. 15, 2022	Sept. 16, 2022
November	Oct. 3, 2022	Oct. 10, 2022	Oct. 17, 2022
December	Nov. 3, 2022	Nov. 10, 2022	Nov. 15, 2022

*\*CCA will always provide ad proofs to ads built in house. While every effort is always made to ensure correct, error free ads are published, CCA will not be held responsible for errors to ads and/or copy that are sent in after deadlines.*



## ADVERTISING

### 2022 ADVERTISING RATES

SIZE	DIMENSION	FULL COLOR MEMBER	FULL COLOR NON-MEMBER	BLACK & WHITE MEMBER	BLACK & WHITE NON-MEMBER RATE
Full Spread	2 full pages	\$2,300	\$2,500	\$1,450	\$1,650
Full Page	8 1/4" x 10 3/4" 1/8" extra on all sides for full bleed.	\$1,150	\$1,250	\$725	\$825
1/2 page	7 1/2" wide x 4 3/4" tall	\$825	\$875	\$425	\$475
1/3 page	square: 4 3/4" x 4 3/4" vertical: 2 3/8" wide x 10 tall	\$700	\$750	\$300	\$350
1/4 page	3 5/8" wide x 4 3/4" tall	\$435	\$485	\$235	\$265
1/6 page	4 3/4" x 2 3/8"	\$275	\$285	\$195	\$215

Contact us regarding any ad questions or specs not found here. Spot color available on all sizes at an additional charge from the black and white rate. \$150 for one color or \$300 for two colors.

### CONSIDER ADVERTISING IN OUR BUYER'S GUIDE!

These 2"x 2" black & white contract ads give you year-round exposure at a bargain! \$450 for first 11 issues, \$400 for 11-issue renewal.

### CONTRACT ADVERTISING:

6-issue contract: 5% discount

11-issue contract : 10% discount

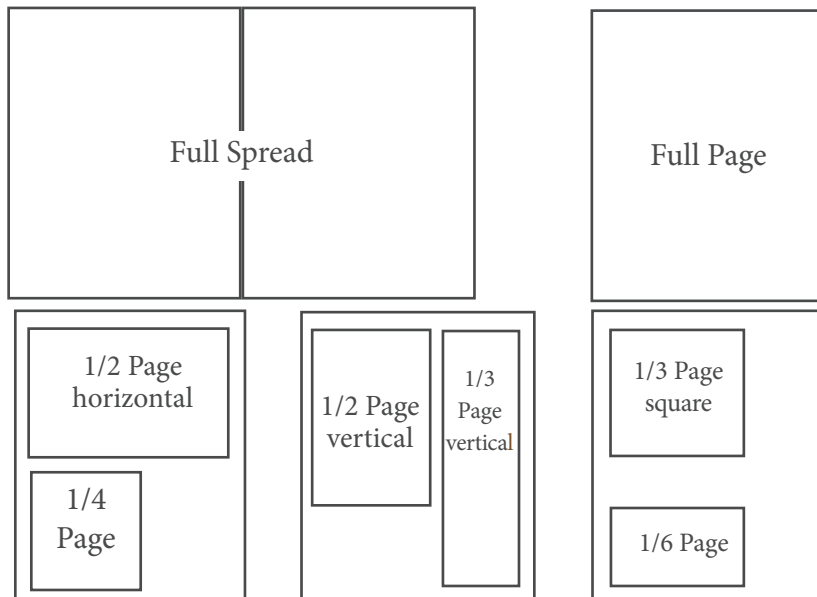
Buyers Guide ads do not qualify for contract discounts.

### 2022 HOT IRONS NEWSLETTER ADVERTISING RATES

SIZE	MEMBER	NON-MEMBER
Half page	\$400	\$550

Newsletter is printed monthly. Contact Matt Macfarlane about discount combination packages on magazine and newsletter advertising. Or contact the CCA office directly about Hot Irons at (916) 444-0845.

### ADVERTISING LAYOUT EXAMPLES



Please note that 1/4 page, 1/2 page, 1/3 page and 1/6 page can be done in horizontal or vertical formats.

### GENERAL SPECIFICATIONS

CCA will build your ad for you following the material deadline at left at no additional charge.

To place an advertising order, contact Matt Macfarlane at (916) 803-3113 or m3cattlemarketing@gmail.com or contact the CCA office at (916) 444-0845.

If you are submitting your own camera-ready ad, you may e-mail it by the camera-ready deadline to magazine@calcattlemen.org or stevie.ipson@gmail.com.

High-resolution PDFs with bleed marks are required for all camera-ready ads. Please keep all text 1/2" from page edge to ensure maximum print quality.

### ADDITIONAL CHARGES:

CCA will submit your ad to other publications at no charge provided no size changes are required. Resizing of ads will result in a \$30 charge per size change.

Premium positions (inside covers) or specific ad placement requests that can be met will result in \$50 additional charge.

Overrun tearsheets are only available on request and are \$15 per 50 copies.

ALL PAYMENTS SHOULD BE SENT TO:  
CALIFORNIA CATTLEMEN'S ASSOCIATION  
1221 H STREET  
SACRAMENTO, CA 95814