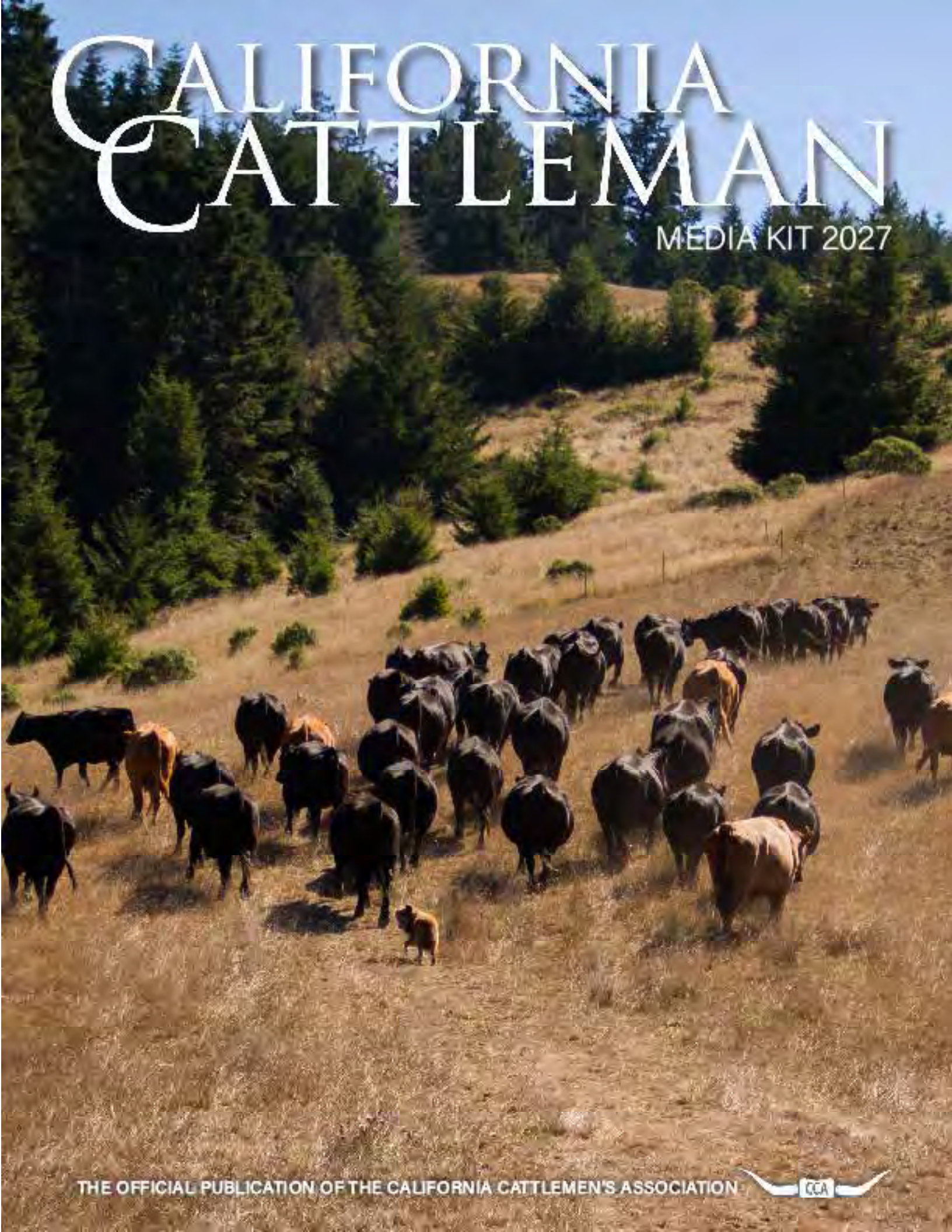
California Cattleman

MEDIA KIT 2027

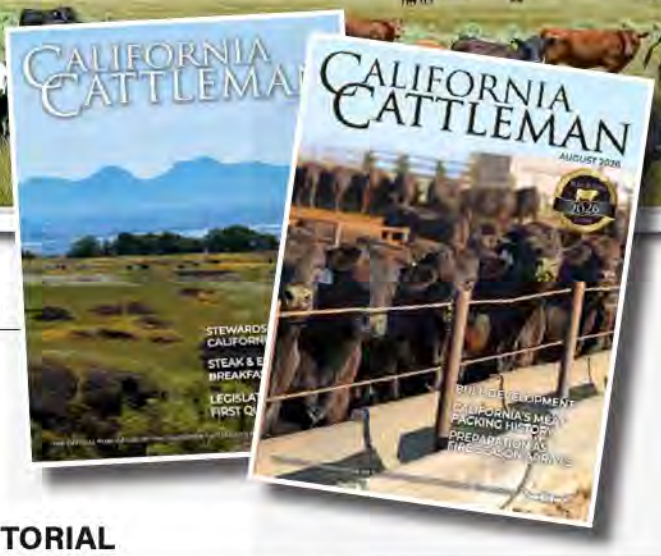


THE OFFICIAL PUBLICATION OF THE CALIFORNIA CATTLEMEN'S ASSOCIATION

FACTS & INFORMATION

FREQUENCY: MONTHLY WITH MAY & JUNE 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 Associtiation'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 more than 4,000 members of the California Cattlemen's Association and California CattleWomen, Inc. This publication also reaches several thousand additional readers, including:

- Subscribing beef producers 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 to over 8,000 readers throughout the West but also funded critical efforts to benefit the ranching community, including in the past year:

- Lobbying efforts which secured $5 million in state funding for the California Department of Fish and Wildlife's Wolf Program, including $2.5 million for wolf predation compensation for impacted ranchers.
- Defeating legislation that sought to return Grizzly bears to the state of California and securing amendments to another bill which preserve the effectiveness of the Wolf-Livestock Compensation Program while providing additional resources to manage other predator species.
- Regulatory efforts at the California Department of Food & Agriculture to implement AB 411, CCA-sponsored legislation signed into law last year to provide alternate carcass disposal options for California ranchers without reliable access to rendering facilities.

FIELD & RING SERVICES

It is important to CCA that as an advertiser, you get the most bang for your buck. For nearly 30 years, Matt Macfarlane has served as one of the West'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.

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. Macfarlane's experience, coupled with the quality of this publication, gives you – the advertiser – the best opportunity to benefit 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 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

EDITORIAL CALENDAR

ISSUE	FEATURE FOCUS
JANUARY	Northwest Bull Sale Preview, Red Bluff Bull & Gelding Sale, CCA Convention wrap-up
FEBRUARY	Northwest Bull Sale Season, Hereford breeders and breed association updates
MARCH	Angus, Simmental, SimAngus, Brangus breeds breeding and pre-health and handling
APRIL	Charolais, Shorthorn, Wagyu, Limousin and animal health and handling
MAY/JUNE	Auction barns, Internet sales and feedlot managment
JULY	Midyear legislative and regulatory update, and fall pre-breeding
AUGUST	Annual Bull Buyers Guide, genetics, midyear meeting reports and fire season
SEPTEMBER	Heifer retention, Cal Poly Bull Test and bull turnout
OCTOBER	Fall marketing, female sales and winter preparation
NOVEMBER	Winter health and handling and convention preview
DECEMBER	Year-end summary, legislative preview and annual calendar ad inserts

Subject to change based on weather and market fluctuations

REACH YOUR DIRECT AUDIENCE AND BENEFIT CATTLE INDUSTRY ADVOCACY EFFORTS ON THE WEST COAST AND BEYOND!

2027 ADVERTISING RATES

SIZE	DIMENSIONS	MEMBER RATES	NON-MEMBER RATES
Full Spread	2 full pages	$2,650	$2,950
Full Page	8 1/4" x 10 3/4" 1/8" extra on all sides for full bleed	$1,325	$1,475
1/2 page	7 1/2" wide x 4 3/4" tall	$950	$1,050
1/3 page	square: 4 3/4" x 4 3/4" vertical: 2 3/8" wide x 10" tall	$630	$700
1/4 page	3 5/8" wide x 4 3/4" tall	$500	$550
1/6 page	4 3/4"x 2 3/8"	$315	$345

All ads available in full 4-color process. Contact us regarding any ad questions or specs not found here.

Contract Advertising:

6-ISSUE CONTRACT: 5% DISCOUNT
11-ISSUE CONTRACT: 10% DISCOUNT

Consider advertising in our Buyer's Guide!

THESE 2"X 2" CONTRACT ADS GIVE YOU YEAR-ROUND EXPOSURE AT A BARGAIN!
$500 FOR FIRST 11 ISSUES
$450 FOR 11-ISSUE RENEWAL
Buyers Guide ads do not qualify for contract discounts.

2027 ADVERTISING DEADLINES

ISSUE	SPACE	MATERIAL	CAMERA READY
January	Dec. 7, 2026	Dec. 11, 2026	Dec. 16, 2026
February	Jan. 4, 2027	Jan. 11, 2027	Jan. 18, 2027
March	Feb. 3, 2027	Feb. 10, 2027	Feb. 16, 2027
April	March 3, 2027	March 10, 2027	March 17, 2027
May/June	April 16, 2027	April 27, 2027	May 3, 2027
July	June 2, 2027	June 9, 2027	June 16, 2027
August	July 2, 2027	July 12, 2027	July 16, 2027
September	Aug 3, 2027	Aug. 10, 2027	Aug. 17, 2027
October	Sept. 3, 2027	Sept. 10, 2027	Sept. 17, 2027
November	Oct. 4, 2027	Oct. 11, 2027	Oct. 18, 2027
December	Nov. 3, 2027	Nov. 10, 2027	Nov. 17, 2027

**While we provide ad proofs for ads built in house and every effort is made to ensure correct, error-free ads are published, the publisher cannot be held responsible for errors to ads and/or copy that are sent in after deadlines.*

GENERAL SPECIFICATIONS

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

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.ipsen@gmail.com.

High-resolution CMYK 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 for a fee.

CONTACT

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magazine@calcattlemen.org

For subscriptions or billing inquiries, contact the CCA office at (916) 444-0845.

ALL PAYMENTS SHOULD BE SENT TO:
CALIFORNIA CATTLEMEN'S ASSOCIATION
3841 N FREEWAY BLVD SUITE 130
SACRAMENTO, CA 95834