

Grow your business with advertising that yields results.

ADVERTISING
INFORMATION
2018-19

800-622-8836

FIVE STAR
PUBLISHING, INC.



Overview

The **Farm And Livestock Directory** is a magazine geared towards mid- to large-scale crop and livestock producers. The editorial focuses on a wide range of relevant topics.

When it comes to advertising, one size doesn't fit all. Advertising plans are customizable – several regions and price levels are available. You don't have to pay for coverage you don't need.

Each issue has a minimum circulation of 20,000 per edition. Bonus circulation includes digital editions, trade show copies, implement dealer copies and extra mailed circulation.

For your peace of mind, we provide the official USPS postal receipt for every publication. You'll have a guarantee of exactly how many copies are mailed.

Free digital coverage will compliment your print ad. We publish all our print editions on our [companion web site](#). Your ad will have a direct link to your web site. Our [online magazines](#) are user-friendly and don't require any special apps for viewing.

FIVE STAR PUBLISHING, INC. **800-622-8836**
farmandlivestockdirectory.com



“The staff say they can always tell when and where we run an ad in the Farm And Livestock Directory. The phone starts ringing off the wall with calls from specific areas a couple of weeks after the issue is mailed!” –Chop Rite II

Guaranteed mailing

The United States Postal Service gives every publisher a receipt for bulk-mailed publications. This receipt is the **USPS Form 3602-R** Postage Receipt.

The advertising business has become a popular target for scams. Protect yourself by demanding every publisher provides the proper documentation (**USPS Form 3602-R**). You should think of the postal receipt as any other receipt for services or goods you buy.

We provide the **USPS Form 3602-R** Postage Receipt for every publication we produce. We also embed the postal receipts on the front cover of the online magazines for quick reference.

“Guaranteed mailing assures us the magazines aren't just randomly placed, where our target audience isn't likely to be.” –Heritage Farm Power

Call us today at **800-622-8836** and let us help you tailor a plan that meets your needs.

Demographics

The majority of our readers are mid- to large-scale crop and livestock producers.

- **86% crop & livestock producers**
- **9% agricultural service providers**
- **5% other**

We have a controlled mailing list of over 253,000 highly qualified recipients. Our mailing list is compiled from these primary sources:

- periodic purchases of audited lists from high-quality vendors
- qualified sign-ups at our trade show booths
- subscription requests via call-in, snail-mail request and online signups

Our mailing list is constantly updated, ensuring deliverability.

Print ad specs ad specs = W x H (inches)

| | | | |
|----------------------|-------------|----------------------|-----------|
| back cover..... | 10 x 10.3 | 1/4..... | 4.8 x 6.1 |
| full bleed..... | 10.9 x 13.7 | 1/8 vertical | 3.2 x 4.5 |
| full page | 10 x 12.3 | 1/8 horizontal | 4.8 x 3.0 |
| 1/2 vertical | 4.8 x 12.3 | 1/6 vertical | 3.2 x 6.1 |
| 1/2 horizontal | 10 x 6.1 | 1/6 horizontal | 6.5 x 3.0 |
| junior page | 6.5 x 9.2 | 2x3 | 3.2 x 3.0 |
| 2/3 page..... | 6.5 x 12.3 | business card | 3.2 x 1.4 |
| 1/3 page..... | 3.2 x 12.3 | | |

Competitive advertising rates

Make an 'apples to apples' comparison on ad pricing by breaking down actual costs per ad per magazine. Divide the cost of your ad by actual mailed pieces to see your actual costs. You'll need the postal receipt for the actual numbers to verify the actual cost per piece.

Here is an example:

\$400.00 (ad rate) divided by 20,000 (actual circulation) = \$.02

Your cost: **two cents per piece!**



“I am always on the lookout for value in our advertising dollar. The one stand-out in our advertising is Five Star Publishing magazines. I can always tell when the magazines have been mailed because of the increase in call volume.” –Horst Welding

2018 advertising rates

| | | | | |
|------------------------|---------|---------|---------|----------|
| Covers | 1x..... | 3x..... | 6x..... | 12x..... |
| front cover..... | 3800 | 3612 | 3422 | 3233 |
| back cover..... | 3556 | 3379 | 3201 | 3024 |
| inside front full..... | 3253 | 2927 | 2604 | 2277 |
| inside back full..... | 2948 | 2654 | 2360 | 2064 |
| inside front 1/2..... | 1641 | 1478 | 1314 | 1149 |
| inside back 1/2..... | 1489 | 1340 | 1192 | 1042 |
| inside front 1/4..... | 881 | 793 | 705 | 618 |
| inside back 1/4..... | 806 | 727 | 645 | 564 |

| | | | | |
|---------------------------------|---------|---------|---------|----------|
| Four Color Centers | 1x..... | 3x..... | 6x..... | 12x..... |
| 2-page spread..... | 3125 | 2813 | 2499 | 2187 |
| full..... | 2246 | 2021 | 1798 | 1572 |
| 2/3..... | 1728 | 1591 | 1383 | 1210 |
| junior page..... | 1365 | 1229 | 1092 | 956 |
| 1/2..... | 1226 | 1164 | 982 | 859 |
| 1/3..... | 946 | 853 | 757 | 663 |
| 1/4..... | 695 | 626 | 556 | 486 |
| 1/6..... | 474 | 423 | 377 | 330 |
| 2x3..... | 250 | 226 | 201 | 175 |

| | | | | |
|--------------------------------|---------|---------|---------|----------|
| Black & White | 1x..... | 3x..... | 6x..... | 12x..... |
| Full..... | 1861 | 1675 | 1490 | 1303 |
| 2/3..... | 1449 | 1303 | 1159 | 1014 |
| junior page..... | 1199 | 1081 | 961 | 840 |
| 1/2..... | 1019 | 918 | 815 | 713 |
| 1/4..... | 548 | 491 | 437 | 383 |
| 1/6..... | 395 | 355 | 316 | 277 |
| 1/8..... | 296 | 266 | 236 | 209 |
| 2x3..... | 180 | 162 | 144 | 126 |
| business card..... | 147 | 132 | 117 | 103 |

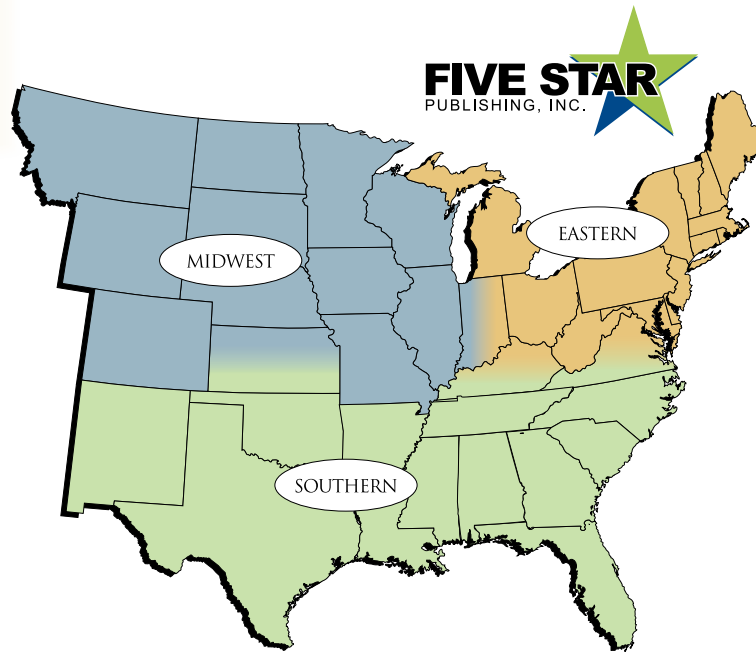
Postcard Insert (ask for copy specs).....2920

Web Banners..... 300x250 pixels, monthly 500

Regions, deadlines and dates

A structured schedule and region breakdown on this page shows the mail dates and regions the publications will mail to. The last column shows the date the publication will be available online.

Call us today at **800-622-8836** and let us help you tailor a plan that meets your needs.



Regional breakdown by states

Eastern

region 4

Michigan
Indiana
Ohio
Kentucky

region 5

Ohio
Pennsylvania
New York
Maryland
New Jersey
Connecticut
Vermont
Mass.
New Hamp
West Virginia
Virginia
Delaware
Maine
Rhode Island

Midwest

region 1

Iowa
Illinois
Missouri
Indiana

region 2

Iowa
Minnesota
Wisconsin

region 3

Kansas
Nebraska
Colorado
Montana
Wyoming
N. Dakota
S. Dakota

Southern

region 6

Texas
Oklahoma
Kansas
New Mexico
Louisiana
Arkansas

region 7

Mississippi
Florida
Alabama
Georgia
N. Carolina
S. Carolina
Kentucky
Virginia
Tennessee
Arkansas
Louisiana

| Eastern | region | deadline | mail date | online |
|-------------|--------|----------|-----------|----------|
| 2018 | | | | |
| April | 4, 5 | 2-8-18 | 2-23-18 | 2-27-18 |
| May | 5 | 3-8-18 | 3-23-18 | 3-27-18 |
| June | 4 | 4-5-18 | 4-20-18 | 4-24-18 |
| July | 5 | 5-10-18 | 5-25-18 | 5-29-18 |
| August | 4 | 6-7-18 | 6-22-18 | 6-26-18 |
| September | 5 | 7-5-18 | 7-20-18 | 7-24-18 |
| October | 4, 5 | 8-9-18 | 8-24-18 | 8-28-18 |
| November | 4 | 9-6-18 | 9-21-18 | 9-25-18 |
| December | 5 | 10-4-18 | 10-19-18 | 10-23-18 |

| | | | | |
|-------------|------|---------|----------|----------|
| 2019 | | | | |
| January | 4, 5 | 11-8-18 | 11-23-18 | 11-27-18 |
| February | 4 | 12-6-18 | 12-21-18 | 12-29-18 |
| March | 5 | 1-3-19 | 1-18-19 | 1-22-19 |
| April | 4, 5 | 2-7-19 | 2-22-19 | 2-26-19 |
| May | 4 | 3-7-19 | 3-22-19 | 3-26-19 |
| June | 5 | 4-4-19 | 4-19-19 | 4-23-19 |

| Midwest | region | deadline | mail date | online |
|-------------|---------|----------|-----------|----------|
| 2018 | | | | |
| April | 1, 2, 3 | 2-15-18 | 3-2-18 | 3-6-18 |
| May | 2 | 3-15-18 | 3-30-18 | 4-3-18 |
| June | 3 | 4-12-18 | 4-27-18 | 5-1-18 |
| July | 1 | 5-17-18 | 6-1-18 | 6-5-18 |
| August | 2 | 6-14-18 | 6-29-18 | 7-3-18 |
| September | 3 | 7-12-18 | 7-27-18 | 7-31-18 |
| October | 1, 2, 3 | 8-16-18 | 8-31-18 | 9-4-18 |
| November | 1 | 9-13-18 | 9-28-18 | 10-2-18 |
| December | 2 | 10-11-18 | 10-26-18 | 10-30-18 |

| | | | | |
|-------------|---------|----------|----------|---------|
| 2019 | | | | |
| January | 1, 2, 3 | 11-15-18 | 11-30-18 | 12-4-18 |
| February | 3 | 12-13-18 | 12-28-18 | 1-2-19 |
| March | 1 | 1-10-19 | 1-25-19 | 1-29-19 |
| April | 1, 2, 3 | 2-14-19 | 3-1-19 | 3-5-19 |
| May | 2 | 3-14-19 | 3-29-19 | 4-2-19 |
| June | 3 | 4-11-19 | 4-26-19 | 4-30-19 |

| Southern | region | deadline | mail date | online |
|-------------|--------|----------|-----------|---------|
| 2018 | | | | |
| April | 6, 7 | 2-22-18 | 3-9-18 | 3-13-18 |
| May | 7 | 3-22-18 | 4-6-18 | 4-10-18 |
| June | 6 | 4-19-18 | 5-4-18 | 5-8-18 |
| July | 7 | 5-24-18 | 6-8-18 | 6-12-18 |
| August | 6 | 6-21-18 | 7-6-18 | 7-10-18 |
| September | 7 | 7-19-18 | 8-3-18 | 8-7-18 |
| October | 6, 7 | 8-23-18 | 9-7-18 | 9-11-18 |
| November | 6 | 9-20-18 | 10-5-18 | 10-9-18 |
| December | 7 | 10-18-18 | 11-2-18 | 11-6-18 |

| | | | | |
|-------------|------|----------|---------|----------|
| 2019 | | | | |
| January | 6, 7 | 11-22-18 | 12-7-18 | 12-11-18 |
| February | 6 | 12-20-18 | 1-4-19 | 1-8-19 |
| March | 7 | 1-17-19 | 2-1-19 | 2-5-19 |
| April | 6, 7 | 2-21-19 | 3-8-19 | 3-12-19 |
| May | 6 | 3-21-19 | 4-5-19 | 4-9-19 |
| June | 7 | 4-18-19 | 5-3-19 | 5-7-19 |