Grow your business with advertising that yields results.
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 proof of exactly when and 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.

Call us today at 800-622-8836 and let us help you tailor a plan to meet your needs.

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.

Call us today at 800-622-8836 and let us help you tailor a plan to meet your needs.

The Farm And Livestock Directory is a division of Five Star Publishing, Inc. www.fivestarpublishing.com

farmandlivestockdirectory.com  ■  fivestarpublishing.com
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.

Competitive advertising rates
Make an ‘apples to apples’ comparison on ad pricing by breaking down actual costs per ad, per magazine. You’ll need the postal receipt to verify the number of mailed publications.

Simply divide the cost of your ad by the number of mailed pieces to see cost per piece.

Here’s an example: $400.00 (ad rate) divided by 20,000 (actual circulation) = $.02  (Your cost: two cents per piece)

Print ad specs  ad specs = W x H (inches)
back cover ................ 10 x 10.3  1/4
full bleed ................ 10.9 x 13.7  1/8 vertical
full page .................. 10 x 12.3  1/8 horizontal
1/2 page vertical ....... 4.8 x 12.3  1/6 vertical
1/2 page horizontal..... 10 x 6.1  1/6 horizontal
junior page ............. 6.5 x 9.2  2x3
2/3 page .................. 6.5 x 12.3  business card
1/3 page vertical ....... 3.2 x 12.3
1/3 page horizontal... 6.5 x 6.1

2022 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  645  564
1/4 ................................ 695  626  556  486
1/6 ................................ 474  437  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
1/3 ......................... 548  491  437  383
1/4 ......................... 395  355  316  277
1/8 ......................... 296  266  236  209
2x3 .................. 180  162  144  126
business card ......... 147  132  117  103

Web Banners ........... 300x250 pixels, monthly  500
Postcard Insert (ask for copy specs) .................. 3250
Regions, Deadlines and Dates

A structured schedule and region breakdown on this page shows the print mail dates, region(s) and online dates. The last column shows the date the publication will be available online. Call us at 800-622-8836 and let us help you tailor a plan to meet your needs.

<table>
<thead>
<tr>
<th>Region</th>
<th>Deadline</th>
<th>Mail Date</th>
<th>Online Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDWEST</td>
<td>Winter Manufacturers</td>
<td>1, 2, 3</td>
<td>12-31-21</td>
</tr>
<tr>
<td>EASTERN</td>
<td>Winter Manufacturers</td>
<td>4</td>
<td>1-14-22</td>
</tr>
<tr>
<td>SOUTHERN</td>
<td>Winter Manufacturers</td>
<td>5</td>
<td>2-4-22</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>February/March</td>
<td>3</td>
<td>2-25-22</td>
</tr>
<tr>
<td>EASTERN</td>
<td>February/March</td>
<td>4</td>
<td>3-11-22</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>Spring Manufacturers</td>
<td>1, 2, 3</td>
<td>4-7-22</td>
</tr>
<tr>
<td>EASTERN</td>
<td>Spring Manufacturers</td>
<td>4</td>
<td>4-22-22</td>
</tr>
<tr>
<td>SOUTHERN</td>
<td>Spring Manufacturers</td>
<td>5</td>
<td>4-29-22</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>May/June</td>
<td>1</td>
<td>6-3-22</td>
</tr>
<tr>
<td>EASTERN</td>
<td>May/June</td>
<td>5</td>
<td>6-17-22</td>
</tr>
<tr>
<td>SOUTHERN</td>
<td>Summer</td>
<td>5</td>
<td>7-15-22</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>July/August</td>
<td>2</td>
<td>7-29-22</td>
</tr>
<tr>
<td>EASTERN</td>
<td>July/August</td>
<td>4</td>
<td>8-12-22</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>Fall Manufacturers</td>
<td>1, 2, 3</td>
<td>9-23-22</td>
</tr>
<tr>
<td>EASTERN</td>
<td>Fall Manufacturers</td>
<td>4</td>
<td>10-7-22</td>
</tr>
<tr>
<td>SOUTHERN</td>
<td>Fall Manufacturers</td>
<td>5</td>
<td>10-21-22</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>October/November</td>
<td>3</td>
<td>11-11-22</td>
</tr>
<tr>
<td>EASTERN</td>
<td>October/November</td>
<td>4</td>
<td>11-25-22</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>Winter Manufacturers</td>
<td>1, 2, 3</td>
<td>12-23-22</td>
</tr>
<tr>
<td>EASTERN</td>
<td>Winter Manufacturers</td>
<td>4</td>
<td>1-6-23</td>
</tr>
<tr>
<td>SOUTHERN</td>
<td>Winter Manufacturers</td>
<td>5</td>
<td>1-20-23</td>
</tr>
</tbody>
</table>