

# Publication Solutions



## WHO WE ARE

The Illinois Beef Association (IBA) is the state's leading trade organization for cattle farmers. The Illinois cattle industry thrives on multi-generational family farms. The farmers and cattle producers of the Illinois Beef Association serve as stewards of the livestock, land, and environment entrusted to them. The IBA is a network of passionate people working together to produce high quality beef.

IBA's membership consists of more than 2,000 members and represents state breed and industry partners. IBA works to serve its members and promote the viability of the beef industry in Illinois, and to build demand for beef through education, communication and marketing.





# ILLINOIS BEEF

Frequency: Bi-Monthly Magazine

Circulation: 2,000+

Audience: IBA members, allied industry and product representatives, legislative representatives, industry stakeholders and thought leaders

*Illinois Beef* is published for Illinois cattlemen represented by all aspects of the beef industry. Timely articles and editorial columns provide readers with information to help them make sound management and marketing decisions.

Distributed to a targeted and influential audience looking for great cattle and great products, *Illinois Beef* is the place to advertise and get ahead of the competition.

## REGULAR FEATURES

- IBA News & Views
- Policy Updates
- Market Reports
- Trade Updates
- Nutrition/Management Columns
- Animal Health Articles
- Producer Profiles

## EDITORIAL CALENDAR

### January/February

Deadline: Dec. 10

*\*Expanded circulation*

New Year Outlook

Illinois Beef Expo preview

### March/April

Deadline: Feb. 15

Update on genetics & research

Sire selection/cow herd features

Illinois Beef Expo Results

### May/June

Deadline: April 15

Cattle Markets

Pasture management & grazing tips

Weaning preparation methods & tips

### July/August

Deadline: June 15

*\*Expanded circulation*

Cattle producer profiles

State Fair preview

### September/October

Deadline: Aug. 15

Fall sales

Cattle producer profiles

State Fair results

### November/December

Deadline: Oct. 15

Animal health features & tips

Beef Quality Assurance

IBA membership renewal

### Membership Directory

Deadline: June. 15

Listing of all IBA Producer & Agribusiness Members

Shipped with the July/August issue

# ADVERTISING RATES

## Cattle Producer Rates

Space	Black & White	2-color	4-color
Full page	\$540	\$820	\$940
2/3 page	\$420	\$700	\$820
1/2 page	\$310	\$590	\$710
1/3 page	\$235	\$515	\$635
1/4 page	\$180	\$460	\$580

## Commercial Rates

Space	Black & White	2-color	4-color
Full page	\$730	\$1,110	\$1,270
2/3 page	\$570	\$945	\$1,110
1/2 page	\$420	\$800	\$960
1/3 page	\$320	\$700	\$860
1/4 page	\$245	\$620	\$785

### Premium Positions

Back Cover - \$1,140

Inside Back Cover - \$1,040

Inside Front Cover - \$1,040

### Business Card Ads

\$180 (6 issues) / \$40 per issue - billed yearly

### Digital Ad Package

\$300 for email blast to IBA Membership and Industry List & post to Illinois Beef Facebook page

### Membership Directory Ads

Full Page - \$500

Half Page - \$250

*Free ad layout/design for all advertisers*

**Advertising rates are discounted for year-long contracts**

# DIMENSIONS

**Full Page:** 8" x 10 3/4"

**2/3 Page:** 7" x 6.5"

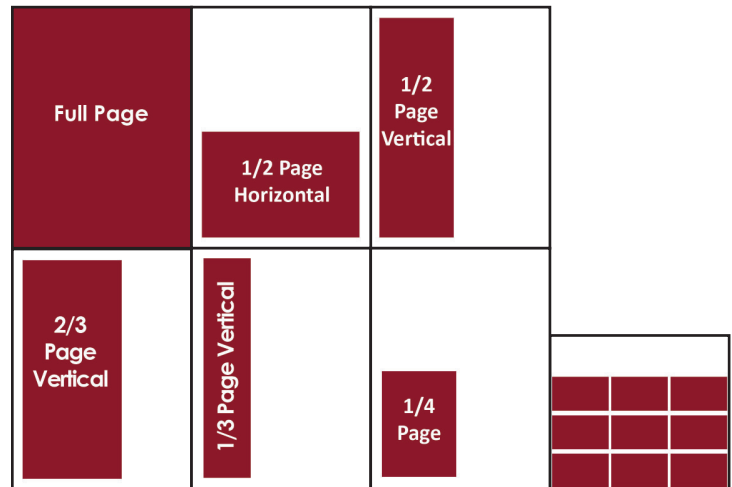
**1/2 Page:** Horizontal - 7" x 4.7"  
Vertical - 3.3" x 9.75"

**1/3 Page:** 7" x 3.14"

**1/4 Page:** 3.3" x 4.7"

**Business Card Ad:** 2.2" x 1.5"

**Page Size:** 8" x 10 3/4"  
Bleed ads need 1/8" over on all sides



**Accepted Formats:** Adobe PDF, TIFF, EPS, or JPEG saved at a minimum of 300 dpi resolution

## MEMBERSHIP DIRECTORY DIMENSIONS

**Full Page:** 5.75" X 8.75"

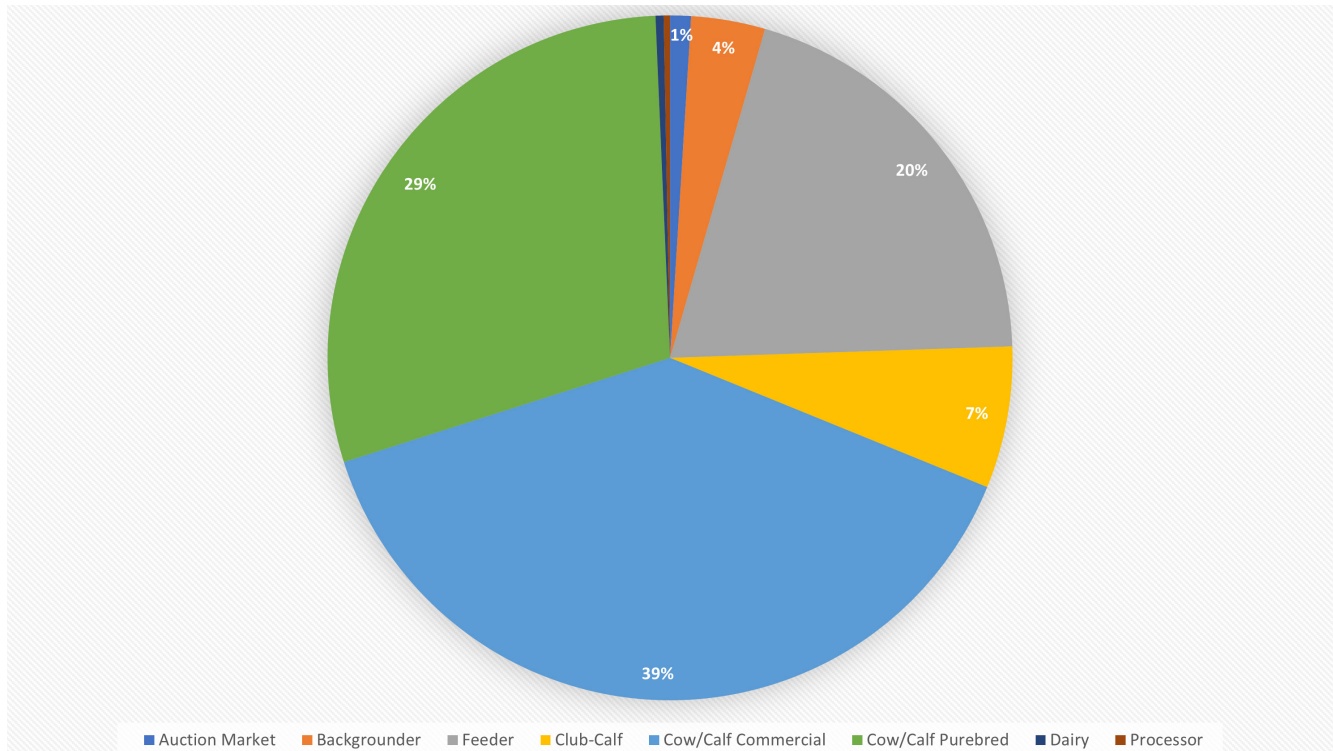
**1/2 Page:** 4.5" X 3.6"

**Contact:** Olivia Hoots, Illinois Beef Editor

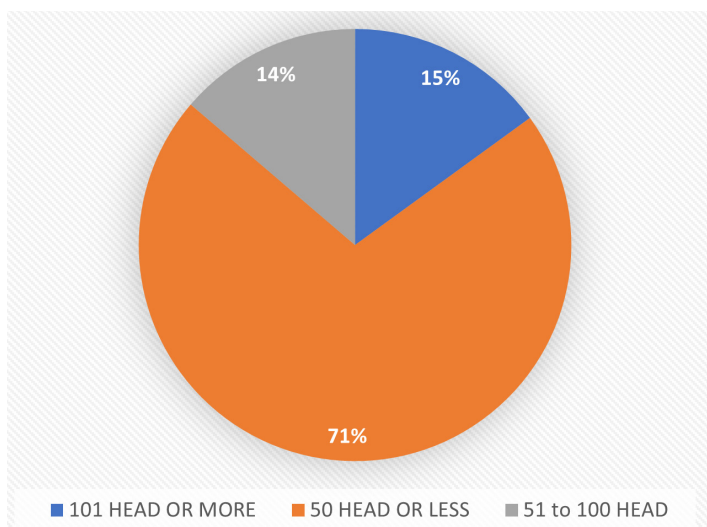
[olivia@illinoisbeef.com](mailto:olivia@illinoisbeef.com) | 217-787-4280

# IBA DEMOGRAPHICS

## TYPE OF OPERATION



## SIZE OF OPERATION



## DIRECT ACCESS TO IBA MEMBERS



**41%**

of IBA members say the #1 reason they belong to the Association is to receive *Illinois Beef* magazine.



**90%**

of IBA members say the #1 source of information for learning about Association-related programs is *Illinois Beef* magazine.



# CATTLE CONCEPTS

In a newly-restored position, IBA Membership and Communications Manager, Devin Bollman is looking to improve monthly communications efforts to all IBA members. As of November 2022 she started a monthly cattlemen's newsletter with quick updates and information about the Illinois beef industry.

## **Advertising**

INFORMATION COMING SOON

## **Content**

If you have any beef or cattlemen related information that would be relevant for a monthly update, please reach out to Devin at [devin@illinoisbeef.com](mailto:devin@illinoisbeef.com). We want to hear from you!

## **Editors Note**

***Please note that the Illinois Beef Magazine will be undergoing a refresh throughout the year 2023. Our hope is to be constantly improving benefits for our Illinois Beef Association members and that includes our magazine. Though changes will be occurring, we hope this will only increase your willingness to partner with us in advertising. We are excited for what is to come. If you have any questions please contact Olivia Hoots at [olivia@illinoisbeef.com](mailto:olivia@illinoisbeef.com).***



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