

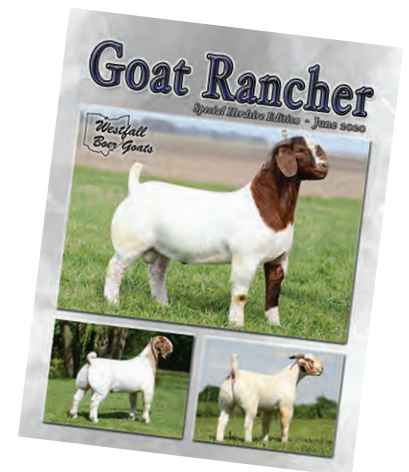
# Why advertise in *Goat Rancher*?

With its monthly information on marketing, health and production, *Goat Rancher* has been a valuable tool for goat producers of all sizes — from the rancher with 5,000 head to the hobbyist with two or three goats in the backyard. Whether you produce livestock, fencing, feeds, livestock supplements, tractors, ATVs, medications or any of the many other items needed by today's farmer, *Goat Rancher* is your direct connection to the decision-makers on thousands of livestock operations.

*Goat Rancher* is the only major goat publication that is published monthly. That means our news and advertising are delivered in a timely manner, which makes it easier to schedule and coordinate your advertising campaign.

Since its founding in 1996, *Goat Rancher* magazine has been the one-stop source for all things goat-related. *Goat Rancher* is filled each month with news of upcoming events, reports on major production sales, producer profiles and fun features like recipes and family goat photos. Our monthly columnists answer questions and offer helpful advice each issue on health matters, marketing, nutrition, herd management and much more.

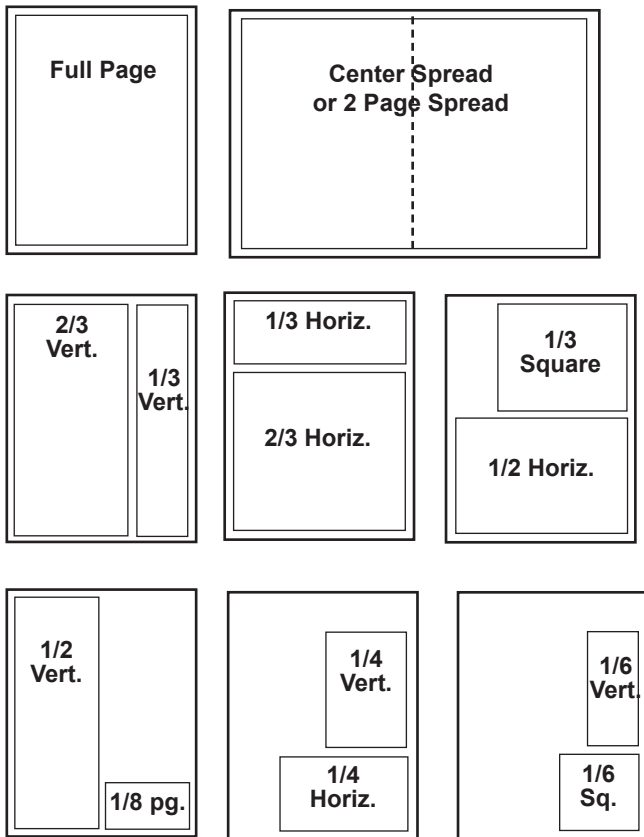
*Goat Rancher* is published monthly from Egypt Creek Ranch, a working meat goat operation in northwest Mississippi. Editor Terry Hankins is a career journalist and a lifetime farmer and rancher — a unique combination that brings professionalism as well as common agricultural knowledge to the pages of *Goat Rancher*. In addition, no other magazine staff covers as many goat events, attends as many goat functions or meets as many goat producers as do the writers for *Goat Rancher*.



E-mail all advertising materials to [goatranchemag@gmail.com](mailto:goatranchemag@gmail.com) or mail to  
Goat Rancher, 457 Hankins Rd., Sarah MS 38665. • Phone 662-562-9529

# Goat Rancher Advertising

## AD LAYOUT OPTIONS



## AD DIMENSIONS

2 Page (Bleed*)	17.25" x 11.25"
Full Page	7.7" x 10.2"
Full Page (Bleed*)	8.75" x 11.25"
2/3 Page Vert.	5" x 10.2"
2/3 Page Horiz.	7.7" x 6.75"
1/2 Page Vert.	3.76" x 10.2"
1/2 Page Horiz.	7.7" x 5"
1/3 Page Horiz.	7.7" x 3.3"
1/3 Page Vert.	2.45" x 10.2"
1/3 Page 'Square'	5" x 5"
1/4 Page Vert.	3.76" x 5"
1/4 Page Horiz.	5" x 3.76"
1/6 Page Vert.	2.45" x 5"
1/6 Page 'Square'	3.76" x 3.3"
1/8 Page	3.76" x 2.4"

\*Bleeds require 1/2-inch live edge margin

## AD PRICES

### ALL-INCLUSIVE PRICING

(Prices effective July 1, 2023)

	Color	B&W
2 Page Spread	\$1500	NA
Full Page	\$825	\$625
2/3 Page	\$600	\$450
1/2 Page	\$475	\$370
1/3 Page	\$325	\$260
1/4 Page	\$260	\$200
1/6 Page	\$175	\$150
1/8 Page	\$150	\$100

### SPECIAL PLACEMENT

Offered on a first-come basis. Advanced booking recommended.

Centerspread (color only):	\$1600
Back Cover (color only):	\$950
Inside Front Cover (color only):	\$900
Inside Back Cover (color only):	\$900

## DEADLINES

**Reserve ad space:** 5th of the month prior to the month of publication.

**Advertising materials due:** 10th of the month prior to the month of publication.

## MONTHLY CIRCULATION

**3,250 total paid circulation**

*Additional free distribution each month at goat shows, sales and other events across the country.*

E-mail all advertising materials to [goatranchermag@gmail.com](mailto:goatranchermag@gmail.com) or mail to  
Goat Rancher, 457 Hankins Rd., Sarah MS 38665

# Goat Rancher Online Advertising

## BANNER ADS



Advertise with a Banner Ad on our website — thousands of page views each month.

Banners rotate continuously throughout the website

**\$200 — per month**

## MULTI-MEDIA BLITZ

Ask about packing print, web, editorial and socialmedia into a cost efficient, effective campaign to market your goods and services.

## FACEBOOK BOOSTS

Any ad can be boosted to *Goat Rancher's* 12,000 Facebook followers and their friends

**\$10 per day or \$200 per month**

Ads must be at least 1/4 page color and run in *Goat Rancher* magazine

For more information or to submit advertising materials, contact:  
Goat Rancher, Phone 662-562-9529  
goatranchemag@gmail.com • www.goatrancher.com



## GOAT RANCHER DIGITAL EDITION

The Goat Rancher digital magazine is available for viewing on-line at [www.goatrancher.com](http://www.goatrancher.com). All the great features of the print version are now electronically available for viewing on your PC, smart-phone and tablet.

All advertisements have hyper-links to your website and e-mail addresses. This version also includes a glossary of advertisers and the ability to do a digital search of keywords allowing readers to zero in on items of interest.



TAKE A LOOK AT  
OUR DIGITAL EDITION

## GENERAL INFORMATION

**Deadlines:** Space reservation by the 5th of the month prior to the month of publication. Advertising materials are due by the 10th of the month prior to the month of publication.

**Publication dates:** Published monthly. Issue printed on or about the 18th of each month. Issue to be mailed on or about the 26th of month prior to issue date; mailed periodical mail. Goat Rancher does not guarantee delivery by the U.S. Post Office by any specific date. When scheduling time-sensitive advertising, allow approximately two weeks for complete, nationwide coverage. On-line version available on or about the first day of the month of publication.

**Rates:** NET (non-commissionable)

**Terms:** Prepayments accepted, otherwise to be invoiced upon publication of issue containing insertion. Due upon receipt. Billing information to be provided by advertiser upon placement of advertising; including, but not limited to liable party, mailing address, purchase order number (if required), tear sheet requirements. Overdue accounts placed on a pre-payment basis only. Finance charges of 2% per month on unpaid balances may be applied to accounts over 90 days.

**Cancellation:** Insertion orders may be cancelled at request of advertiser with no liability if received prior to the display advertising deadline for the issue in question (generally the 10th of month prior to month of publication). If ad materials are not received by deadline, publisher may repeat most recent advertisement or publish nothing. Advertiser will be invoiced for space reserved.

**Production materials** may be submitted electronically (e-mail or disk), by regular mail, or phone. All photos or graphics must be submitted electronically or by mail to be scanned. No facsimiles accepted. All photos and print-ready advertising should be submitted as pdf, jpeg or tiff files and should be 200-300 dpi or higher for best quality reproduction. Photo adjustment, including cropping, color adjustments & resizing available. No modifications will be made to any photos, graphics or camera-ready ads that in any way distorts or substantially alters the original appearance or intent of submitted materials. Advertising customers requesting graphic design services should include any layout, color or design preferences when submitting advertising materials. Goat Rancher is produced on Macintosh computers using Quark Xpress and Adobe Photoshop. We can accept other applications, however, some distortion may occur.

**Proofs:** Available upon request. Proofs sent by e-mail (pdf format). After receipt of proof, advertisers are required to notify publisher of any errors or changes to be made prior to publishing date. Exact date/time in which changes can be made may vary. Final change deadlines to be included with proof or contact your account manager. Publisher is not responsible for any errors or omissions if not notified by advertiser within time period specified.

**Camera-Ready Ads.** Goat Rancher will accept camera-ready advertising in pdf, jpeg or tiff formats. Publisher is not responsible for errors in content or the reproduction quality of camera-ready ads. Camera-ready ads should meet the requirements specified on our Standard Ad Sizes & Specification Sheet or additional charges, not to exceed 25% of the purchase price of the insertion, may apply. Goat Rancher cannot guarantee quality reproduction of Word, Publisher or other layouts created on home computers.

**Ownership.** Ads designed by and/or placed in Goat Rancher are the property of the advertiser unless otherwise specified. Upon request, we will forward ad materials to other publications for use. Goat Rancher is not responsible for errors in content or the reproduction quality of advertisements once they are no longer under our control. Advertisements will be sent as they appeared in Goat Rancher. Additional charges may be incurred if modification or resizing is required.

*Publisher reserves the right to decline publishing any advertising that does not meet with the editorial approval of Goat Rancher LLC*

*Advertisers assume liability for all advertisement content.*

**For more information or to submit advertising materials, contact:**

**Goat Rancher, 457 Hankins Road, Sarah MS 38665**

**Phone 662-562-9529 • [goatranchermag@gmail.com](mailto:goatranchermag@gmail.com) • [www.goatrancher.com](http://www.goatrancher.com)**

## GOAT RANCHER EDITORIAL CALENDAR

Throughout its history, Goat Rancher has been news and event-driven, covering the major developments in the meat goat industry in a timely manner. Each issue contains the latest news from major shows and sales, current marketing trends and the latest developments in health and nutrition. In addition, each issue also focuses on a topic of interest to our varied readership. Our monthly topics are listed below:

### JANUARY — KIDDING

Articles in this issue focus on the health, nutrition and management of the doe herd and newborn offspring.

### FEBRUARY — FENCING/MAINTENANCE

Spring is just around the corner. Ranchers are making plans for that next fencing project, patching up the barn roof or building a bigger feed shed.

### MARCH — HOMESTEADING

Millions of Americans are raising a garden, canning their own vegetables or producing goat meat and milk for their families. We take a look at this growing trend to be self-sufficient in uncertain times.

### APRIL — OTHER BREEDS

This edition looks at other breeding options — including Mytonics, TexMasters, Pygmies and more — and the people who raise them.

### MAY — KIKOS

Our annual spotlight on the Kiko, a breed of goat developed in New Zealand that continues to grow in popularity. This issue highlights Kiko breeders and Kiko events planned for the summer and fall.

### JUNE — SIRE EDITION

An opportunity for breeders to spotlight & promote their best herd sires. This issue is distributed free at the national Boer goat shows.

### JULY — CUISINE

Focus on goat meat eatery: where to get it and how to prepare it, including home-tested recipes, side dishes and more.

### AUGUST — NICHE MARKETING

Goat farmers sell meat, soap, cheese, fiber products and more through farmer's markets, mail order, websites, trade shows and flea markets.

### SEPTEMBER — SPANISH GOATS

Features articles from Spanish goat producers as well as genetics experts. This issue includes a special advertising section for Spanish goat breeders.

### OCTOBER — FEED & FORAGE

Whether planting winter pastures, storing hay or buying grain, goat producers across the nation begin making plans for the winter season.

### NOVEMBER — SAVANNA GOATS

This edition features the South African import and its growing popularity — including a special advertising section for breeders.

### DECEMBER — PREDATORS/GUARDIANS

Advice and new developments on how to protect livestock from predation and the types of predators that could threaten your herd.

