

Grow your business with advertising that yields results.

ADVERTISING
INFORMATION
2017-18

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  **800-622-8836**
PUBLISHING, INC. 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** Postal 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** Postal 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 that meets your needs.

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

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		

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

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

2017 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

Co-Op Advertising Dealer Listing 135
 (Dealer Name, location, phone number and web site)

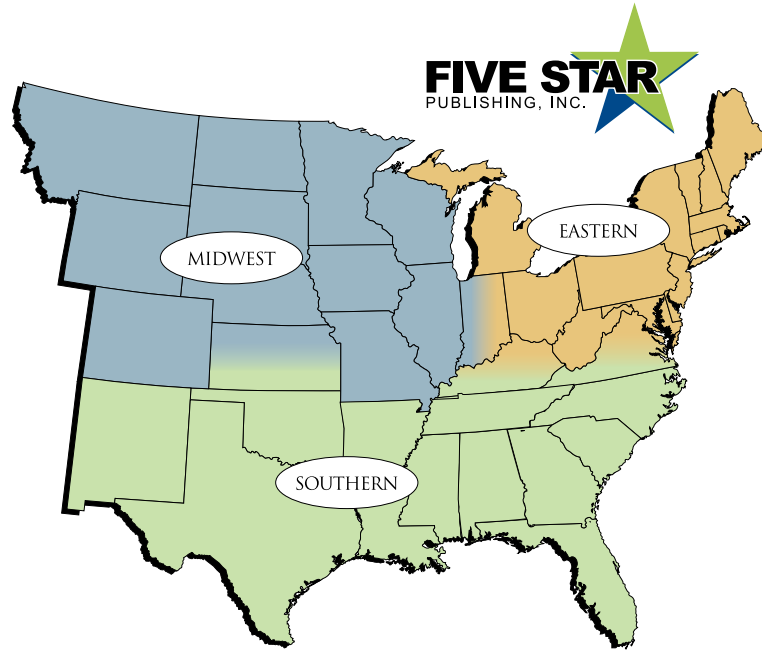
Postcard Insert (ask for copy specs) 2920

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	Midwest	Southern
region 4 Michigan Indiana Ohio Kentucky	region 1 Iowa Illinois Missouri Indiana	region 6 Texas Oklahoma Kansas New Mexico Louisiana Arkansas
region 5 Ohio Pennsylvania New York Maryland New Jersey Connecticut Vermont Mass. New Hamp West Virginia Virginia Delaware Maine Rhode Island	region 2 Iowa Minnesota Wisconsin	region 7 Mississippi Florida Alabama Georgia N. Carolina S. Carolina Kentucky Virginia Tennessee Arkansas Louisiana

Eastern

region	deadline	mail date	online
2017			
October	4, 5	8-10-17	8-25-17
November	5	9-7-17	9-22-17
December	4	10-5-17	10-20-17
2018			
January	4, 5	11-9-17	11-24-17
February	5	12-7-17	12-22-17
March	4	1-4-18	1-19-18
April	4, 5	2-8-18	2-23-18
May	5	3-8-18	3-23-18
June	4	4-5-18	4-20-18
July	5	5-10-18	5-25-18
August	4	6-7-18	6-22-18
September	5	7-5-18	7-20-18
October	4, 5	8-9-18	8-24-18
November	4	9-6-18	9-21-18
December	5	10-4-18	10-19-18

Midwest

region	deadline	mail date	online
2017			
October	1, 2, 3	8-17-17	9-1-17
November	1	9-14-17	9-29-17
December	2	10-12-17	10-27-17
2018			
January	1, 2, 3	11-16-17	12-1-17
February	3	12-14-17	12-29-17
March	1	1-11-18	1-26-18
April	1, 2, 3	2-15-18	3-2-18
May	2	3-15-18	3-30-18
June	3	4-12-18	4-27-18
July	1	5-17-18	6-1-18
August	2	6-14-18	6-29-18
September	3	7-12-18	7-27-18
October	1, 2, 3	8-16-18	8-31-18
November	1	9-13-18	9-28-18
December	2	10-11-18	10-26-18

Southern

region	deadline	mail date	online
2017			
October	6, 7	8-24-17	9-8-17
November	7	9-21-17	10-6-17
December	6	10-19-17	11-3-17
2018			
January	6, 7	11-21-17	12-8-17
February	7	12-21-17	1-5-18
March	6	1-18-18	2-2-18
April	6, 7	2-22-18	3-9-18
May	7	3-22-18	4-6-18
June	6	4-19-18	5-4-18
July	7	5-24-18	6-8-18
August	6	6-21-18	7-6-18
September	7	7-19-18	8-3-18
October	6, 7	8-23-18	9-7-18
November	6	9-20-18	10-5-18
December	7	10-18-18	11-2-18