

MIDWEST FARM
and LIVESTOCK DIRECTORY

farmandlivestockdirectory.com

FEBRUARY 2020
Volume 27 | Issue 1



Too Much Fun!
Mark Keathley

Artist Mark Keathley creates a world where one is drawn into thoughts about the eternal existence can be explored in a piece. "I want my paintings to inspire people to be still, to listen to the stillness, and to assure that they are a part of something bigger. To visit www.markkeathley.com to see more of Mark Keathley's art.

SOUTHERN FARM
and LIVESTOCK DIRECTORY

farmandlivestockdirectory.com

NOVEMBER 2018
Volume 25 | Issue 11



And on the 8th day,
God looked down on his plowman
and said, "I need a counselor." So God made a farmer.
God said, "I need somebody willing to get up before dawn,
with cows, work all day in the fields, milk cows again, eat supper
and then get to bed, and stay past midnight at a meeting
of the church board."
So God made a farmer.
"I need somebody with arms strong enough to handle
a plow and get gentle enough to deliver his own grandchild.
Somebody to call dogs, raise certain breeds of machinery,
some farm heavy, have to work hard, make his own decisions
feeding, watering, taking care of the babies to be sure and
take good care of them - and more."
So God made a farmer.
"I need somebody willing to sit up all night
with a newborn calf. And watch it die. Then dig his eyes
and say, "Maybe next year I need somebody
who can shape an ear of corn from a promise against
some breeze with a hook of corn, who can make business
out of beans, feed hogs and show sheep."
And when planting time and harvest seasons, all his life
he'll have to be by. "I need some other people, from
waterbury, just in another county, too."
So God made a farmer.
"I need to have somebody willing to ride the rails,
at double speed to get the hay or ahead of the man, double
and get extra milk feed and mix to help when he sees
the first milk from a girl cow's place."
So God made a farmer.
"I need somebody strong enough to clear trees,
and to use tools, get gentle enough to raise hogs and wear
up and head the pigs and milk milk, and when he comes
for another to split the best part of a head of milk,
that he be somebody who'll give me enough and
not all in one. "Somebody to feed, feed, feed,
feed, feed and feed and feed and feed and to the third
and make the milk and replace the milk and feed
and feed a hard work with his milk done for church."
"Somebody who'd like a family together with the milk
strong, work of sharing, who would laugh and then
up, and then to go, with smiling eyes, when he can say
he wants to spend his life doing what he does."
So God made a farmer.

So God made a farmer.

EASTERN FARM
and LIVESTOCK DIRECTORY

Michigan • Indiana • Ohio • Kentucky



Autumn Chapel
Mark Keathley

"God created a world so diverse and magnificent. We can mix notes for music or color and design for beauty, even fragrance or spice for taste. And we can do it for eternity and never duplicate what we have heard or seen, or tasted." - Mark Keathley
View more of Mark Keathley's prints at www.markkeathley.com.

☞ If you want to make mistakes, try to change something ☜
© 2019 Eastern Farm Publishing, LLC

ADVERTISING INFORMATION 2021-2022

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](http://www.farmandlivestockdirectory.com). Your ad will have a direct link to your web site. Our [online magazines](http://www.farmandlivestockdirectory.com) 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.

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



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

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.

“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

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.....	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 page vertical	4.8 x 12.3	1/6 vertical	3.2 x 6.1
1/2 page 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 vertical	3.2 x 12.3		
1/3 page horizontal	6.5 x 6.1		

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



I'm always on the lookout for value in our advertising dollar. The one stand-out in our advertising is Five Star Publishing's magazines. I can always tell when the magazines were mailed because of the increase in call volume. —Horst Welding

2021 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

Web Banners..... 300x250 pixels, monthly500
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.



REGION 1

IOWA
ILLINOIS
MISSOURI
INDIANA
MICHIGAN
OHIO

REGION 2

IOWA
MINNESOTA
WISCONSIN
NORTH DAKOTA
SOUTH DAKOTA

REGION 3

KANSAS
NEBRASKA
COLORADO
MONTANA
WYOMING
NORTH DAKOTA
SOUTH DAKOTA
TEXAS
OKLAHOMA

REGION 4

OHIO
PENNSYLVANIA
NEW YORK
MARYLAND
NEW JERSEY
CONNECTICUT
VERMONT
MASSACHUSETTS
NEW HAMPSHIRE
WEST VIRGINIA
VIRGINIA
DELAWARE
MAINE
RHODE ISLAND

REGION 5

TEXAS
OKLAHOMA
KANSAS
LOUISIANA
ARKANSAS
MISSISSIPPI
FLORIDA
ALABAMA
GEORGIA
N. CAROLINA
S. CAROLINA
KENTUCKY
VIRGINIA
TENNESSEE



farmandlivestockdirectory.com

2021		region	deadline	mail date	online
EASTERN	July/August	4	7-1-21	7-16-21	7-23-21
MIDWEST	July/August	1	7-15-21	7-30-21	8-6-21
SOUTHERN	July/August	5	7-22-21	8-6-21	8-13-21
MIDWEST	Fall Manufacturers	1, 2, 3	8-26-21	9-10-21	9-17-21
EASTERN	Fall Manufacturers	4	9-9-21	9-24-21	10-1-21
SOUTHERN	Fall Manufacturers	5	9-16-21	10-1-21	10-8-21
MIDWEST	October/November	2	10-21-21	11-5-21	11-12-21
EASTERN	October/November	4	11-4-21	11-19-21	11-26-21

2022		region	deadline	mail date	online
MIDWEST	Winter Manufacturers	1, 2, 3	12-9-21	12-24-21	12-31-21
EASTERN	Winter Manufacturers	4	12-23-21	1-7-22	1-14-22
SOUTHERN	Winter Manufacturers	5	1-13-22	1-28-22	2-4-22
MIDWEST	February/March	3	2-3-22	2-18-22	2-25-22
EASTERN	February/March	4	2-17-22	3-4-22	3-11-22
MIDWEST	Spring Manufacturers	1, 2, 3	3-24-22	4-8-22	4-15-22
EASTERN	Spring Manufacturers	4	3-31-22	4-15-22	4-22-22
SOUTHERN	Spring Manufacturers	5	4-7-22	4-22-22	4-29-22
MIDWEST	May/June	1	5-12-22	5-27-22	6-3-22
EASTERN	May/June	5	5-26-22	6-10-22	6-17-22
SOUTHERN	Summer	5	6-23-22	7-8-22	7-15-22
MIDWEST	July/August	2	7-7-22	7-22-22	7-29-22
EASTERN	July/August	4	7-21-22	8-5-22	8-12-22
MIDWEST	Fall Manufacturers	1, 2, 3	9-1-22	9-16-22	9-23-22
EASTERN	Fall Manufacturers	4	9-15-22	9-30-22	10-7-22
SOUTHERN	Fall Manufacturers	5	9-22-22	10-7-22	10-14-22
MIDWEST	October/November	3	10-20-22	11-4-22	11-11-22
EASTERN	October/November	4	11-3-22	11-18-22	11-25-22
MIDWEST	Winter Manufacturers	1, 2, 3	12-1-22	12-16-22	12-23-22
EASTERN	Winter Manufacturers	4	12-15-22	12-30-22	1-6-23
SOUTHERN	Winter Manufacturers	5	12-29-22	1-13-23	1-20-23