

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

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.....	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

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	3-17-22	4-1-22	4-7-22
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	9-29-22	10-14-22	10-21-22
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