

MEDIA KIT 2024

PRINT & DIGITAL



Brangus
JOURNAL

FRONTLINE
BEEF PRODUCER

Brangus Journal circulation: 2,000
Frontline Beef Producer circulation: 11,000
29 states, Australia, Colombia, Costa Rica,
Mexico, Philippines, and Thailand

2024 PRINT ADVERTISEMENT RATE SHEET

MECHANICAL DETAILS

LIVE AREA:

7.5" x 10"

TRIM PAGE SIZE:

8.5" x 11"

BEFORE TRIM SIZE:

9" x 11.5"

- Digital files only
- InDesign (with all supporting images and fonts), Illustrator EPS, TIFF, JPEG or PDF files are accepted

4-Color Business Directory Ad

Brangus Journal

8 insertions yearly

\$350 per year

2.375" x 1.375"

4-Color Business Directory Ad

Frontline Beef Producer

2 insertions yearly

\$250 per issue

3.667" x 2.25"

Brangus Journal Editorial Calendar:

January

March

April

May

August

October

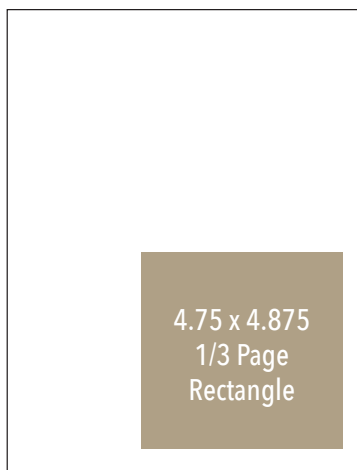
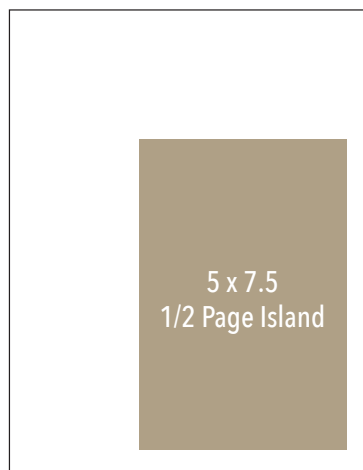
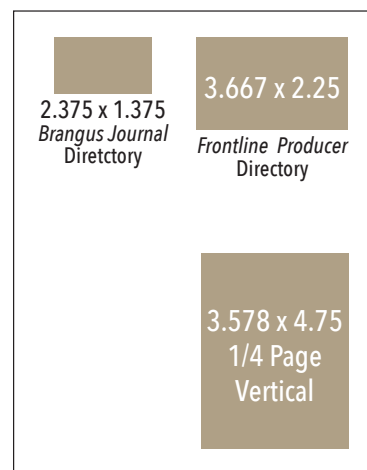
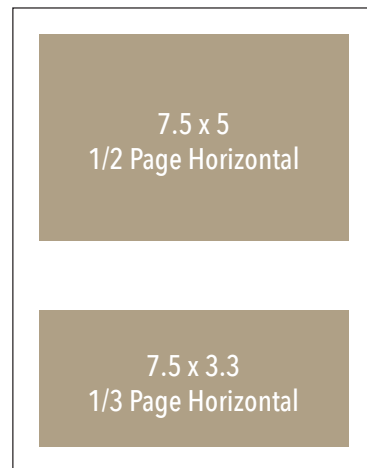
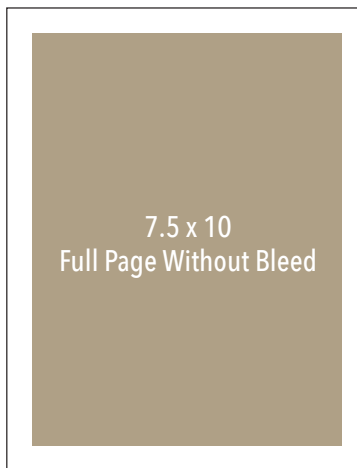
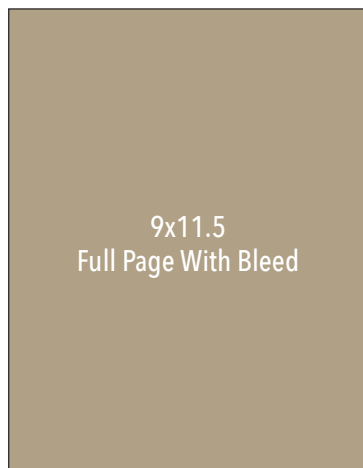
November

December

Frontline Beef Producer Editorial Calendar:

February (Spring)

September (Fall)



BRANGUS JOURNAL RATES

	Full Color Rates		
	Commercial	IBBA Member	
		One Time	Annually (8)
Full Page	\$1,115	\$900	\$850
1/2 Page	\$885	\$600	\$550
1/3 Page	\$735	\$500	\$450
1/4 Page	\$652	\$400	\$350

FRONTLINE BEEF PRODUCER RATES

	Full Color Rates		
	Commercial	IBBA Member	
		One Time	Annually (2)
Full Page	\$1,500	\$1,000	\$900
1/2 Page	\$1,000	\$700	\$650
1/3 Page	\$950	\$600	\$550
1/4 Page	\$700	\$500	\$450

Premium position pages including inside front cover, inside back cover, back cover, and centerfold prices provided upon request. Contracted premium position pages are non-transferable.

2024 DIGITAL ADVERTISEMENT RATE SHEET

SPONSORED EBLAST REGULATIONS

- ◇ eBlasts are limited to 3 per week, on a first-come first-served basis.
- ◇ eBlast "reservations" can be made up to 12 months in advance.
- ◇ eBlasts for sales are only sent out the WEEK OF a sale, or can be sent out any week for which we have no record of a scheduled sale.
- ◇ If members have a sale but have not posted it on the calendar, we are not responsible for eBlasting on top of their sale week if we don't know about their sale.
- ◇ If more than one entity have sales during the same week, all parties are allowed to send eBlasts (but just one each and still limited to 3 total per week).
- ◇ For purposes of scheduling, a "week" is from Sunday to the following Saturday.
- ◇ In cases where a party eBlasts their single consignment to a certain sale, this will fall under the 'once-per-week' rule, and will be considered an advertisement for the sale itself.

SPONSORED EBLAST PRICING

- ◇ Member eBlasts are \$250.
- ◇ Non-Member eBlasts are \$300.
- ◇ Commercial eBlasts \$500. (Approval Required)

EBLAST ADVERTISING PRIORITY:

1. IBBA members, who advertise in Brangus Publications, with sales the same week of requested eBlast
2. IBBA members with sales the same week of requested eBlast
3. Brangus Publications Advertisers
4. IBBA members/Regional Affiliate Associations
5. Non-IBBA members

EBLAST CONTACT LIST

- ◇ Email Subscribers: 4,900+ unique email addresses
- ◇ Average Open Rate of Sponsored eBlasts: 18.5%
- ◇ Average Click Through Rate of Sponsored eBlasts: 6.8%



INTERNATIONAL
BRANGUS
BREEDERS ASSOCIATION



YOUR RANCH
LOGO HERE

INSERT MEMBER SALE NAME

INSERT MEMBER SALE DATE



2024 EDITORIAL CALENDAR

JANUARY

BRANGUS JOURNAL

- » Editorial deadline: December 10
- » Ad reservation: December 10
- » Ads due: December 15

FEBRUARY

FRONTLINE BEEF PRODUCER

- » Editorial deadline: January 10
- » Ad reservation: January 10
- » Ads due: January 15

MARCH

BRANGUS JOURNAL

- » Editorial deadline: February 10
- » Ad reservation: February 10
- » Ads due: February 15

APRIL

BRANGUS JOURNAL

- » Editorial deadline: March 10
- » Ad reservation: March 10
- » Ads due: March 15

MAY

BRANGUS JOURNAL

- » Editorial deadline: April 10
- » Ad reservation: April 10
- » Ads due: April 15

AUGUST

BRANGUS JOURNAL

- » Editorial deadline: July 10
- » Ad reservation: July 10
- » Ads due: July 15

SEPTEMBER

FRONTLINE BEEF PRODUCER

- » Editorial deadline: August 10
- » Ad reservation: August 10
- » Ads due: August 15

OCTOBER

BRANGUS JOURNAL

- » Editorial deadline: September 10
- » Ad reservation: September 10
- » Ads due: September 15

NOVEMBER

BRANGUS JOURNAL

- » Editorial deadline: October 10
- » Ad reservation: October 10
- » Ads due: October 15

DECEMBER

BRANGUS JOURNAL

- » Editorial deadline: November 10
- » Ad reservation: November 10
- » Ads due: November 15

DECEMBER

SIRE DIRECTORY

- » Bull Commitments Due: December 1
- » Bull Information Due: December 10



Stay connected with IBBA through social media. IBBA can be found by the handle @gobrangus.



Join in the conversation using the hashtags: #GoBrangus and #BrangusCountry.

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