

# Shorthorn Country

The Voice of the Shorthorn Breed

## About Shorthorn Country

*Shorthorn Country* magazine is the official publication of the American Shorthorn Association and is the voice of the Shorthorn breed members. Published 11 times per year, the *Shorthorn Country* circulation of 3,500+ reaches well beyond the American Shorthorn Association members. In addition to the thousands of Shorthorn breeders across the US who subscribe to *Shorthorn Country*, the magazine is mailed to a large number of junior Shorthorn members, hundreds of new Shorthorn buyers and Shorthorn enthusiasts from around the world; including a heavy readership in Canada and Australia.

The *Shorthorn Country* readership is a solid core of loyal readers who anxiously await the arrival of their issue every month. They don't just read the magazine, they study it, analyze it, and re-read it over and over. The articles and columns provide our readership with information about the events and issues affecting both the Shorthorn breed and beef cattle industry as a whole. From show and sale reports to breeder highlights to news and information on the issues and technologies affecting the cattle business.

For commercial companies, the *Shorthorn Country* is a great source for promoting cattle related products and services to Shorthorn breeders. Beyond advertising which will generate results, the *Shorthorn Country* editorial staff can assist you in providing our readers with important information from basic how-to articles to in-depth reporting on cutting-edge technologies. Contact us today to discover how the *Shorthorn Country* can be your partner in marketing your company through a solid package of beef industry information.



## Editorial Calendar

Issue	Highlights/Reporting
January	NAILE/Calving Season Tips/Annual Meeting Coverage
February	Performance/Spring Sales/Semen Sales/ET Sales
March	NWSS/FWSS/Pasture Management & Feed Quality
April	AI and Technology Focus
May/June	National & Regional Show Winners/Junior Focus
July	Herd Reference Issue
August	Junior Nationals/Fall Sales
September	Herd Management & Health/Fall Sales
October	State Fairs/Fall Sales/ET Sales
November	KILE/State Fairs/Fall Sales
December	American Royal/Yearly Review/Annual Meeting

## Shorthorn Country

7607 NW Prairie View Road, Platte Woods, MO 64151-1544

Phone: 816-599-7777

[www.shorthorncountry.net](http://www.shorthorncountry.net)

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### Advisory Council

Montie Soules, ASA representative  
Don Cagwin, Durham Management Co.

### Subscriptions

US: 1 year- \$24 • 2 years - \$38 • 3 years - \$52

1 year First Class - \$54/year

Canada: 1 year- \$60 • 2 years - \$110 • 3 years - \$130

Other Foreign: 1 year- \$120 • 2 years - \$220 • 3 years - \$300

**SHORTHORN COUNTRY** (ISSN 0149-9319)

Published monthly by the American Shorthorn Association, 7607 NW Prairie View Rd., Platte Woods, MO 64151. Subscription rates are \$24.00

for 1 year, \$38.00 for 2 years, and \$52.00 for 3 years in the U.S.; \$60.00 for 1 year, \$110.00 for 2 years, and \$130.00 for 3 years to Canada and \$120.00 for 1 year, \$220.00 for 2 years, and \$300.00 for 3 years to other foreign countries. Periodicals postage paid at Kansas City, MO and additional mailing offices.

**POSTMASTER:** send address changes to SHORTHORN COUNTRY, 7607 NW Prairie View Rd., Platte Woods, MO 64151.



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## Advertising Information

### Advertising Rates

	1X	11X
1 page	\$680	\$610
2/3 page	\$505	\$465
1/2 page-island	\$405	\$375
1/2 page	\$380	\$350
1/3 page	\$290	\$275
1/4 page	\$235	\$210
1/6 page	\$165	\$150
Business Card (1 1/2")	\$50	\$400/year

### Color Rates

4 color = \$200 • 1 color-choice - \$195

### Photographs

Colored photo pull \$5 Rates Updated January 1, 2023  
 B/W photo scan \$3  
 Photos purchased from photographers will be charged at cost.

### Advertising Size Specifications

Ad Size	Inches	Picas
Full size/trim size: 8.25 x 10.75		
Full page Full Bleed - 30"	8.5 x 11	51 x 66
Full page Live Space - 30"	7.45 x 9.833	45 x 59
2/3 horizontal - 20"	7 x 6.5	42 x 39
2/3 vertical - 20"	4.583 x 9.833	27.5 x 59
1/2 island - 15" island	4.583 x 7.333	27.5 x 44
1/2 regular - 15"	7 x 4.833	42 x 29
1/3 square - 10"	4.583 x 4.833	27.5 x 29
1/3 vertical - 10"	2.167 x 10	13 x 59
1/3 horizontal - 10"	7 x 3.167	42 x 19
1/4 - 7.5"	3.33 x 4.833	20 x 29
1/6 - 5"	2.167 x 4.833	13 x 29
Double Business Card	2.167 x 3.167	13 x 19
Business Card	2.167 x 1.5	13 x 9

### Advertising Overruns:

150 copies - \$80 • 250 copies - \$130  
 Overruns/copies of advertisement can be provided on request and received prior to the 10th of the month preceding publication.

### Contract Rates And Discounts:

Contract rates require advertising in all 11 issues per year with a business card ad. Business card price is pre-paid at the beginning of the calendar year or pro-rated if started after the first issue of the year. Contract (11x) rates do not apply for any sale advertising. Contract advertisers must run the business card ad in every issue. Contracts will run by calendar year. No agency commissions are allowed.

### Advertising Content:

Shorthorn Country reserves the right to refuse any advertising or copy at its sole discretion and assumes no responsibility for the accuracy or truthfulness of submitted advertising.

### Special Artwork:

Excessive or very detailed artwork will be charged for at an hourly rate.

### Proofs And Corrections:

An emailed proof of your advertisement will be provided. Shorthorn Country assumes no responsibility for mistakes in proofed advertisements. **Changes made after file has been sent to printing will be charged \$30 per page.**

### Sale Ring Service:

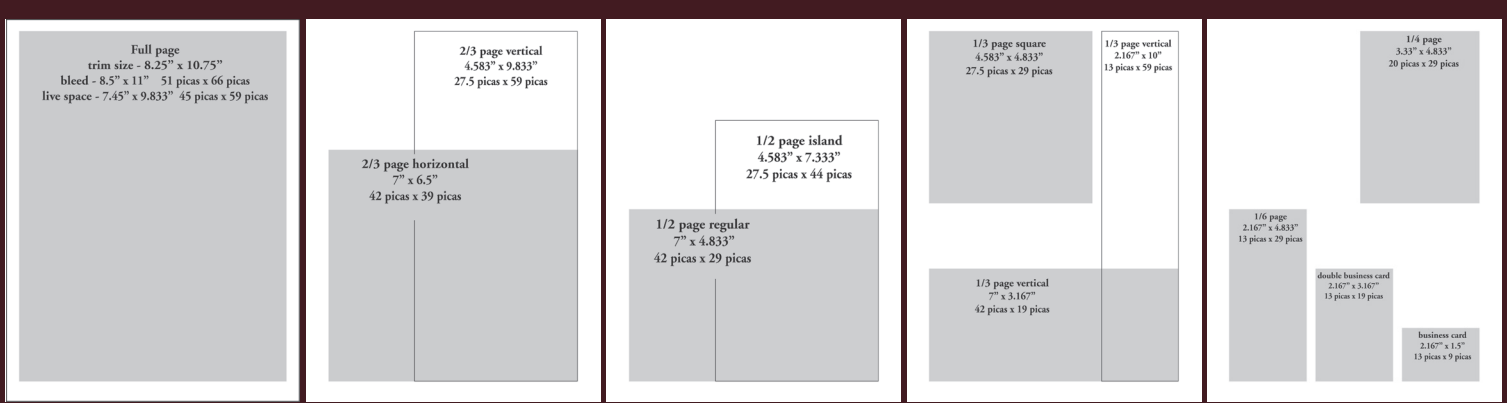
A minimum of two pages, color; or 1 page, 4-color and a catalog by Shorthorn Country is required to receive ring service.

### Advertising Bills/Accounts:

All accounts/advertising bills are due upon receipt of invoice. Advertising will not be accepted for publication on accounts over 120 days past due. After 90 days, all past due accounts will be charged two percent interest for every 30 days.

### Advertising Deadline:

The deadline for all advertising is the first of the month prior to publication (ie. March 1st for the April issue).



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## Special Services Information

### Sale Catalog Production

Catalog Rates, est.	b/w	4-color
up to 1,500 copies	\$100 per page	\$200 per page
1,500 - 2,500 copies	\$125 per page	\$225 per page
2,500 - 3,000 copies	\$150 per page	\$250 per page
3,000 - 3,500 copies	\$175 per page	\$275 per page
3,500 - 4,000 copies	\$200 per page	\$300 per page
4,000 - 4,500 copies	\$225 per page	\$325 per page

### Catalog in the Magazine

4 color = \$485 per page • plus \$3 per photo  
Mailed to all *Shorthorn Country* subscribers

### Color cover with b/w insides of catalog

4 color = \$600

### Photographs

Photos purchased from photographers will be charged at cost.

### Mail Service & Chop-fold

*Mail Service* - A Mail Service Fee is applied to all mailings. This service de-dupes mailing lists and notifies of address changes.

*Chop-fold* - Chop-folding can be done to a catalog up to 16 pages. This service reduces the cost of mailing. Extra catalogs will remain flat.

### Email Blasts

*Shorthorn Country* offers email blasting services. Contact us for additional information and to book your email blast dates.

SC advertisement or associated advertising = \$100 per blast  
No associated advertising = \$350 per blast

### Email Blasts with Catalog

*Shorthorn Country* will provide one free email blast per catalog/flyer/postcard produced and printed by *Shorthorn Country*.

### Catalog Bills/Accounts:

All accounts/catalog bills are due upon receipt of invoice. A 3% discount will be offered on the base catalog price (not postage or other charges) if the bill is paid in full on sale day. After 90 days, all past due accounts will be charged two per-cent interest for every 30 days.

### Sale Ring Service:

A minimum of two pages, color; or 1 page, color and a catalog by *Shorthorn Country* is required to receive ring service.

### Proofs And Corrections:

An emailed proof of your catalog will be provided. *Shorthorn Country* assumes no responsibility for mistakes in proofed catalogs. Changes made after file has been sent to printing will be charged \$30 per page.

### Special Artwork:

Excessive or very detailed artwork will be charged for at an hourly rate.

### Postage, etc.:

*Shorthorn Country* will assist you in choosing an appropriate mailing list for your sale catalog. All postage and mailing service costs will be billed with the catalog. Payment is expected on receipt of the bill or payable on sale day - see Catalog Bills/Accounts.

### Electronic Catalogs:

The cost for an electronic catalog (online/web catalog) which is not printed is \$75 per page. No ringman is provided for electronic catalogs.

### Non-Shorthorn Country Produced Catalogs:

If you would like your catalog that was not produced by *Shorthorn Country* to be advertised on our website, contact us for pricing.

### Postcards

*Shorthorn Country* offers two postcard options.

Contact us for pricing on postcards.

Option 1: 5.5" x 8.5" • 100# Gloss Cover • 4 color | b/w | 1 side 4c 1 side bw  
Option 2: 4" x 6" • 100# Gloss Cover • 4 color

## Other Services

*Shorthorn Country* can assist you in all of your advertising and promotional needs. Contact us for pricing on all of your needs. banners • logo design • flyer's • brochures • business cards • stationary • photo retouching • ads for other publications • etc.



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## Value of *Shorthorn Country*

In an American Shorthorn Association member survey, we saw a very positive response regarding *Shorthorn Country* and truly indicate the high value placed on the magazine by Shorthorn breeders.

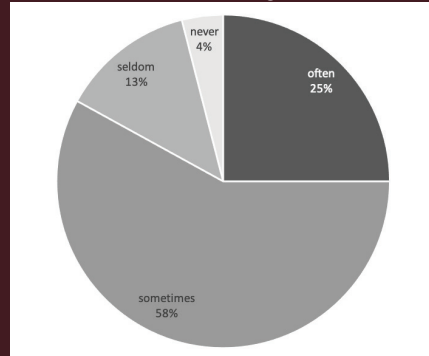
In fact, some very phenomenal results were seen to almost every question. While 53 percent of respondents have subscribed to *Shorthorn Country* for 10 years or longer, our readers also retain their issues for a very long time. Over 40 percent keep their magazines for five or more years and many respondents made specific reference to the fact they have many decades worth of the magazine on file. A few even indicated they will keep their magazines forever. These past issues are needed also, as 95 percent responded that they refer back to past issues.

The importance of advertising and ad content was well documented. A total of 83 percent of members responded to sometimes or often using ad content in making decisions and 67 percent have made a purchased based specifically on an advertisement in *Shorthorn Country*.

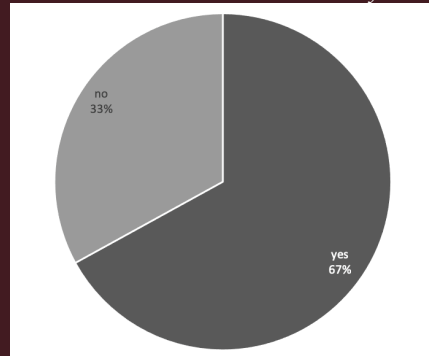
Print will still be a relevant form of media in the years to come. Breeder's value being able to have something printed in hand.

There's no better place to advertise your Shorthorn herd and what you have to offer throughout the year than in the *Shorthorn Country*.

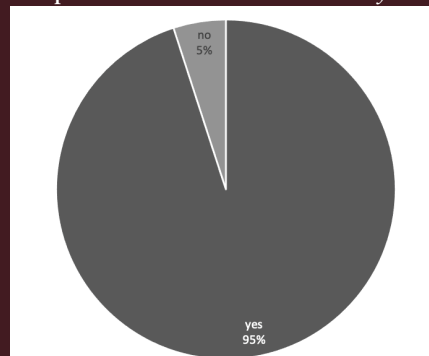
How important is the ad content in making decisions?



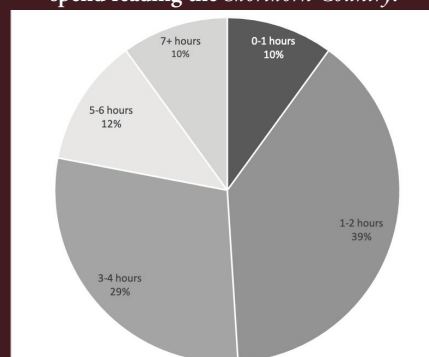
Have you made a purchase based on an ad in the *Shorthorn Country*?



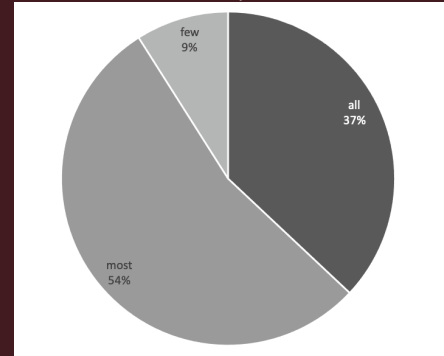
Do you refer back to past issues of the *Shorthorn Country*?



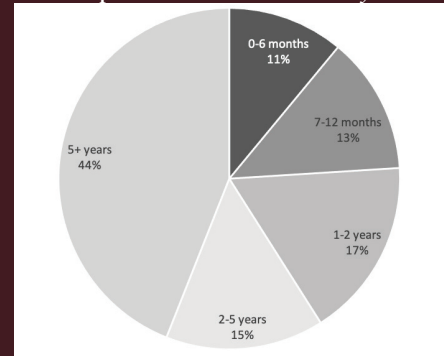
How much time do you spend reading the *Shorthorn Country*?



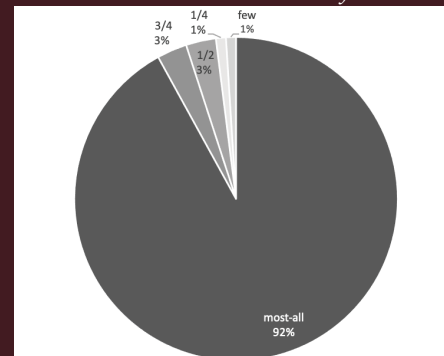
How many articles in the *Shorthorn Country* do you read?



How long do you keep copies of the *Shorthorn Country*?



How thoroughly do you read the *Shorthorn Country*?



How long have you subscribed to the *Shorthorn Country*?

