

DAIRY GOAT *journal*



2017 INFORMATION GUIDE

Dairy Goat Journal is published bi-monthly by Countryside Publications. In addition to feature articles, each issue contains informative articles in dairy goat topics, the ins-and- outs of dairy goat judging by Todd Biddle, a dairy-format look at successful dairy goat farms, cheese-making articles and recipes, and reviews of various dairy goat resources. Each issue of Dairy Goat Journal provides timely articles about raising, breeding and marketing goats as well as health issues and recent news of interest to goat owners and the dairy goat industry.

about us

PRINT

Schedule	Bi-Monthly
Average Monthly Circulation	5,000
Distribution Model	Subscriptions
Distribution Coverage	National
Year Established	1922

DIGITAL

A strong following of our sheep information presents digital opportunities to those looking for opportunities to this niche market.

Social media options are also available.



DAIRY GOAT JOURNAL

The leading magazine focusing exclusively on dairy goats. Regular topics include raising, breeding and marketing dairy goats, along with features and information on making the goat business more profitable and rewarding.



2017 feature articles

- Amazing Goat Shelters
- Goat Milk
- Going "Green" with Dairy Goats
- Dairy Goats in Small Farm Survival
- Study Shows Goats are Clever
- Insect Control
- Goat Cheese and Aging Your Homestead Cheese
- Plants that are Poisonous to Goats
- Using Essential Oils
- Keeping Out the Cold
- "Goat Proof" Fences
- Steps to Genetic Success
- And much, much more including columnists, photographs and Advertising

DAIRYGOAT
journal

advertising

4 COLOR

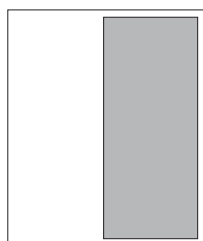
SIZES	DIMENSIONS (W X H)	PRICING	1X	3X	6X	B/W	1X	3X	6X
Spread	17.5" x 11.375"		\$1,275	\$1,215	\$1,162	N/A	N/A	N/A	N/A
Full Page	8.75" x 11.375"		\$750	\$715	\$684	\$618	\$587	\$556	
2/3 Page	4.625" x 10"		\$570	\$546	\$524	\$467	\$443	\$421	
1/2 Page	7" x 4.875" H // 4.625" x 7" V		\$460	\$441	\$421	\$396	\$377	\$357	
1/3 Page	4.625" x 4.875" H // 2.25" x 10" V		\$335	\$321	\$306	\$284	\$270	\$255	
1/6 Page	4.625" x 2.5" H // 2.25" x 4.875" V		\$167	\$160	\$153	\$142	\$135	\$127	
1/12 Page	2.25" x 2.5"		\$92	\$88	\$85	\$72	\$68	\$65	

COVERS	DIMENSIONS (W X H)	1X	3X	6X
2nd Cover	8.75" x 11.375"	\$1,289	\$1,224	\$1,159
3rd Cover	8.75" x 11.375"	\$1,254	\$1,191	\$1,129
4th Cover	8.75" x 11.375"	\$1,363	\$1,295	\$1,226

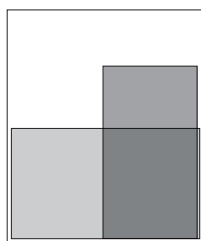
**contact for
availability**



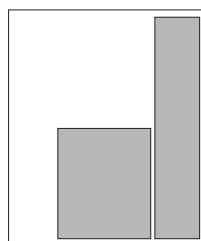
FULL PAGE
8.75" x 11.375"
8.25" x 10.875" trim
7.75" x 10.375" live area



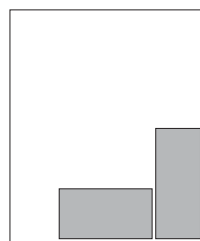
2/3 PAGE
4.625" x 10"



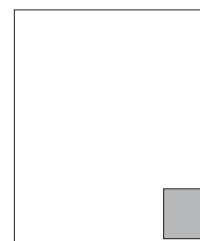
1/2 HORIZONTAL
7" x 4.875"
1/2 VERTICAL
4.625" x 7"



1/3 HORIZONTAL
4.625" x 4.875"
1/3 VERTICAL
2.25" x 10"



1/6 HORIZONTAL
4.625" x 2.5"
1/6 VERTICAL
2.25" x 4.875"

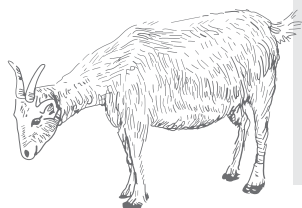


1/12 PAGE
2.25" x 2.5"

Full Color ads should be CMYK • Spot color will be converted to four-color process
All Ads must be 300dpi or greater • Free ad design included in all prices

Special Position Per page or fraction thereof, 10% extra

- All prices are listed as NET
- Package pricing to include subscription and other options are available
- Customizing packages often results in discounts and custom options



issue dates

ISSUE	AD DEADLINE	IN-HOME
January/February	11/25/16	12/30/16
March/April	1/20/17	2/23/17
May/June	3/23/17	4/27/17
July/August	5/23/17	6/29/17
Sept./October	7/26/17	8/31/17
Nov./Dec.	9/22/17	10/26/17

DAIRYGOAT
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advertising

SALES RING SECTION

SIZES	DIMENSIONS (W X H)	PRICING		
		1X	3X	6X
1	3.375" x 2"	\$80	\$75	\$70
2	3.6" x 4.75"	\$150	\$140	\$130

also offering:



MULTI-MAGAZINE INSERTION DISCOUNTS AVAILABLE

PRINT SPECIFICATIONS

Printing Process
Web Offset

Covers
80# Coated; Body: 36#

Gloss Trim Size
8.25" X 10.875"

Live Area
7.75" X 10.375"

Bleed Size
8.75" X 11.375"

Binding
Saddle Stitched

Screens
Covers, 133 Line; Inside, 100 Line

General Rate Policy

To establish a credit line, all display advertisers must prepay the first ad placed with us. Advertisers billed at the contract rate who fail to fulfill such contract will be short-rated. If ad is received too late for the current issue, ad will automatically be placed in the next issue unless specified.

Publisher's Note

Publisher reserves the right to accept, cancel or reject any advertisement for any reason at any time.

Cancellations/changes

Cancellations or copy changes will not be accepted after closing date and must be received in writing or by FAX prior to closing date.

Classified Ads

Display Advertisers: Please send your ad to: Classified Advertisers, Dairy Goat Journal, 145 Industrial Drive, Medford, WI 54451. Phone: 715-785-7979. Fax: 715-785-5691. Email: dgd@countryridenetwork.com

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CLASSIFIED ADVERTISING

Text Only

\$1.00 a word. Frequency discounts only available to advertisers committed to 3 or 6 issues. Any bold or capitalized words are an additional 25¢ a word. No classified ad will be scheduled unless full payment is received prior to the closing date.

Classified Display - Charged by the inch

2.25" x 1" tall

1x - \$30/inch // **3x** - \$28/inch // **6x** - \$25/inch

2.25" x 2" tall

1x - \$60/inch // **3x** - \$55/inch // **6x** - \$50/inch

Breeders Directory

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BREEDER'S DIRECTORY

Text Only

6 issues - \$40/year

Standard listing includes Farm name, Contact Name, Address, City, State, Zip, Phone Number Website, Email & Breeds.

Any additional information is \$1/word

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