

NEBRASKA CATTLEMAN

2026 MEDIA GUIDE

Nebraska Cattleman - The Voice for the Nebraska Cattle Industry

Ten times each year, *Nebraska Cattleman* arrives in nearly 15,000 mailboxes in Nebraska and beyond. And our readers continually tell us, the magazine is their go-to source for cattle industry information – more than any other industry publication, radio, internet, social media or television. With that in mind, we meticulously plan each issue to ensure editorial resonates with our readers, whether they are cow-calf producers, feedlot operators, seedstock breeders or allied industry members. Editorial in each issue is focused on what our readers are experiencing at the time of publication – so we closely watch the cattle production cycle and policy landscape.

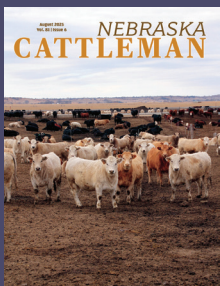
THE INFORMATION CATTLEMEN NEED

In a world where information is readily available and constantly changing, *Nebraska Cattleman* readers aren't likely to read an article covering a breaking news topic. But what we can do is take a deep dive into topics that affect the cattle industry and impact producers most – topics related to animal health, nutrition, innovations, marketing, finance, labor and more. We connect with sources across the industry to give producers the information they need to make decisions that will positively impact their operations for generations to come.

THE STORIES THEY WANT

Beyond providing information producers need, *Nebraska Cattleman* features stories on the people who keep this industry in business. With the magazine's redesign in 2024, special attention has also been placed on the cattle industry's rich and vibrant past. Whether it's a producer profile, a business highlight or a historical piece, each issue provides readers with an opportunity to learn firsthand from others who are directly involved in the cattle industry.

Nebraska Cattleman is the magazine that gets read!



90.27%

read all or most of every issue.

79.9%

keep issues for one month or longer.

84%

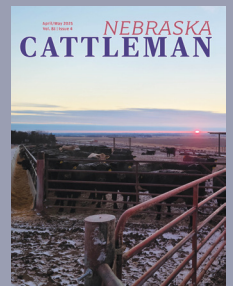
of readers surveyed get their cattle industry information from *Nebraska Cattleman* magazine – more than other industry publications, radio, internet, social media or television.

76.2%

prefer to read *Nebraska Cattleman* in print.

68.8%

of issues are read by two or more people in the household.



Who are *Nebraska Cattleman* readers?

87.6%

are the primary decision makers in their operation.

60.4%

purchase 1 to 15 bulls per year.

47.8%

derive at least half of their income from cattle enterprises.

50%

derive at least a quarter of their income from crop enterprises.

58%

own more than 50 head of cattle.

48%

own or manage 2,000 acres or more.

30.7%

own or manage a feedlot.

59.2%

of feedlot operators have a capacity of 3,000 head or more.

55.1%

have contacted or purchased from a *Nebraska Cattleman* advertiser.

More than 85%

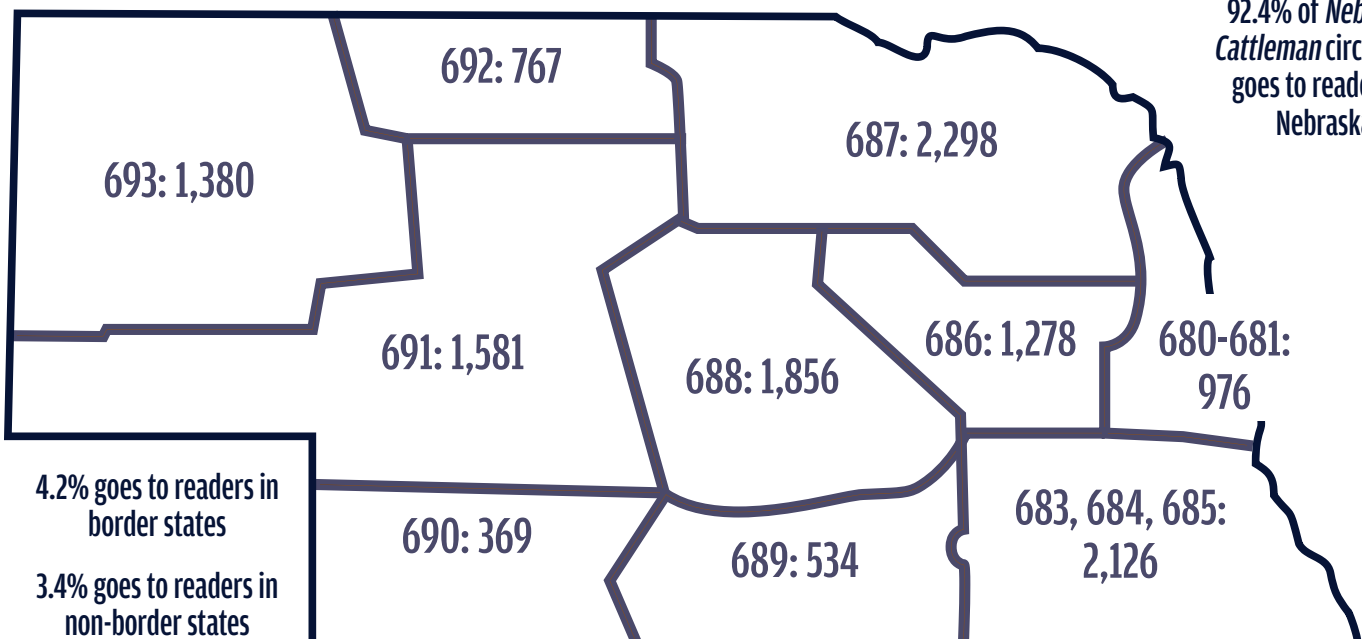
own/use pickups, trailers, minerals, supplements, fencing supplies, feed, equipment, ATVs, insurance, buildings, herbicides, fertilizer, skid loaders and more!

NEBRASKA CATTLEMAN READERS RANK PRINT AS THEIR NO. 1 SOURCE OF AG INFORMATION.

Nebraska – The Beef State!

- Consistently No. 1 or No. 2 for cattle on feed in the United States.
- Home to 2.70 million head on feed.
 - Home to 1.55 million beef cows.
- No. 2 for U.S. red meat production.
- No. 1 for beef and veal exports.
- Home to 44,300 farms and ranches.
- Home to 6.05 million head of cattle/calves.
- Home to 22 million acres of range and pasture land.
- Nebraska's leading commodity is cattle and calves.

NEBRASKA CATTLEMAN CIRCULATION FOR ZIP CODES BEGINNING WITH:



NEBRASKA CATTLEMAN PRODUCTION SCHEDULE

JANUARY – Superior Seedstock

Close: Nov. 25 / Materials Due: Dec. 1
Approx. Delivery Date: Jan. 1

FEBRUARY – Cow-Calf Foundations

Close: Dec. 24 / Materials Due: Jan. 1
Approx. Delivery Date: Feb. 1

MARCH – Innovating the Herd

Close: Jan. 25 / Materials Due: Jan. 31
Approx. Delivery Date: March 1

APRIL/MAY – Feedlot: Fundamentals

Close: Feb. 25 / Materials Due: Feb. 28
Approx. Delivery Date: April 1

JUNE/JULY – The Next Generation

Close: April 25 / Materials Due: May 1
Approx. Delivery Date: June 1

AUGUST – Feedlot: Solutions

Close: June 25 / Materials Due: June 30
Approx. Delivery Date: Aug. 1

SEPTEMBER – Stewardship

Close: July 25 / Materials Due: Aug. 1
Approx. Delivery Date: Sept. 1

OCTOBER – Health of the Herd

Close: Aug. 25 / Materials Due: Sept. 1
Approx. Delivery Date: Oct. 1

NOVEMBER – Voices From the Ranch

Close: Sept. 25 / Materials Due: Oct. 1
Approx. Delivery Date: Nov. 1

DECEMBER – State of the Industry

Close: Oct. 25 / Materials Due: Oct. 31
Approx. Delivery Date: Dec. 1

SPECIAL ISSUE ADDITIONS

JANUARY: SEEDSTOCK COUNCIL DIRECTORY

AUGUST: FEEDLOT COUNCIL & ALLIED INDUSTRIES COUNCIL DIRECTORY

NOVEMBER: NC CONVENTION & TRADE SHOW PREVIEW

“I read it from cover to cover and always look forward to seeing it in my mailbox. I feel it is a source of unbiased information that is relevant to my operation. Our internet service is marginal so prefer getting it in print form. Keep up the good work.”

**FROM
NEBRASKA
CATTLEMAN
READERS**

“This is hands down one of the best magazines in the industry. My personal favorite is talking feedlot nutrition with Extension staff. This is the best magazine anyone could have.”

DIGITAL ADVERTISING

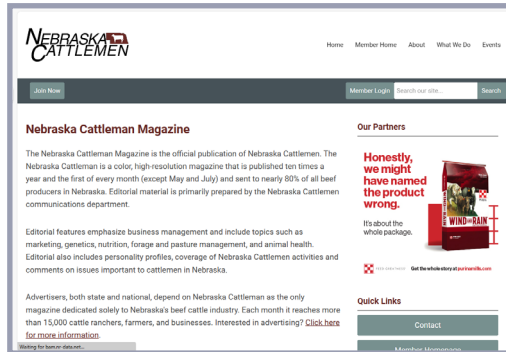
Concerned about getting your message to customers and prospects? Nebraska Cattlemen has solutions. We understand the need to deliver your message effectively, efficiently and with a positive return on investment. You can successfully reach cattle producers in the Beef State by also advertising in one of our digital platforms:

NEBRASKA CATTLEMEN WEBSITE ADS

Advertising on the Nebraska Cattlemen website: nebraskacattlemen.org.

7,604 views monthly. All ads include a link to a website, pdf or email.

380 x 380 pixel, 72 dpi RGB jpeg or png.



NC CHRONICLE E-NEWSLETTER ADS

The *NC Chronicle* is an electronic newsletter exclusive to more than 2,500 Nebraska Cattlemen members, sent via email every other week. The *NC Chronicle* has a more than 55 percent open rate. Each *NC Chronicle* has relevant Nebraska Cattlemen news, affiliate updates, In Case You Missed It, news items relative to current cattle events, links to the current Seedstock and Feedlot Directories and updates on staff activities.

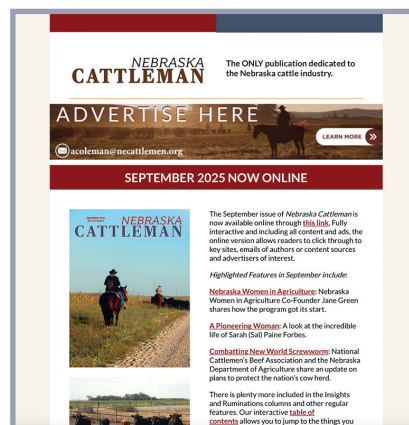
300 x 300 pixels, 72 dpi, RGB jpg.
File size no larger than 30k.



NEBRASKA CATTLEMAN E-BLAST ADS

For readers who want a sneak peek or a mobile-friendly version, a link to the online magazine is emailed to more than 2,600 readers each month. Your banner ad can be front and center on this popular notification vehicle.

540 x 90 pixel, 72 dpi, RGB jpg.
File size no larger than 30k.



CONTACT US

OWNER / PUBLISHER

Nebraska Cattlemen
4611 Cattle Drive / Lincoln, NE 68521-4309
NCmag@necattlemen.org
phone: (402) 475-2333 / fax: (402) 475-0822

PRODUCTION / EDITOR

Lisa Bard, Editor
lbard@cinchedup.com / (970) 222-7422
Jessie Topp-Becker, Managing Editor
jbecker@cinchedup.com / (701) 307-0772
Megan Field, Designer
mfield@cinchedup.com / (303) 981-4668

IN-STATE & REGIONAL ADVERTISING

Amber Coleman / (402) 340-1588
acoleman@necattlemen.org



NATIONAL ADVERTISING

McFarland AdVantage
Wendy McFarland / (334) 652-9080
McFarlandAdVantage@gmail.com

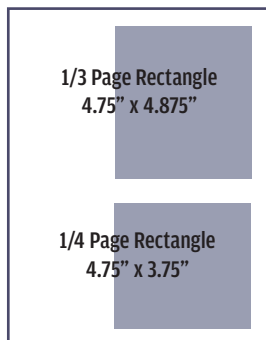
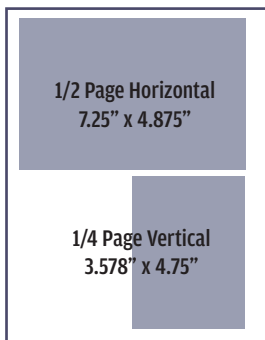
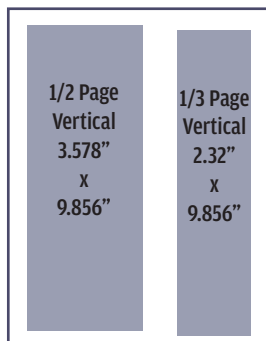
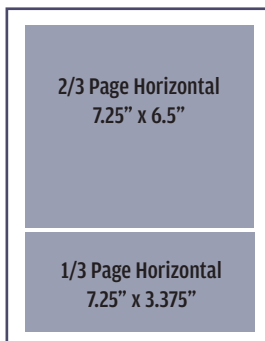
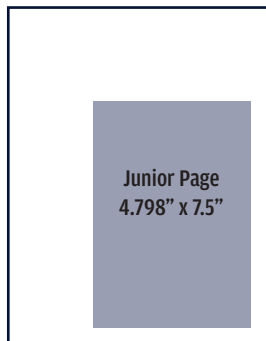
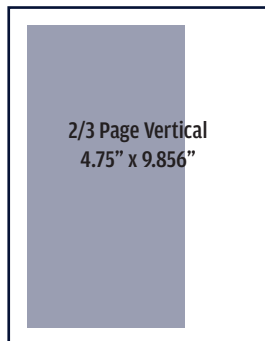
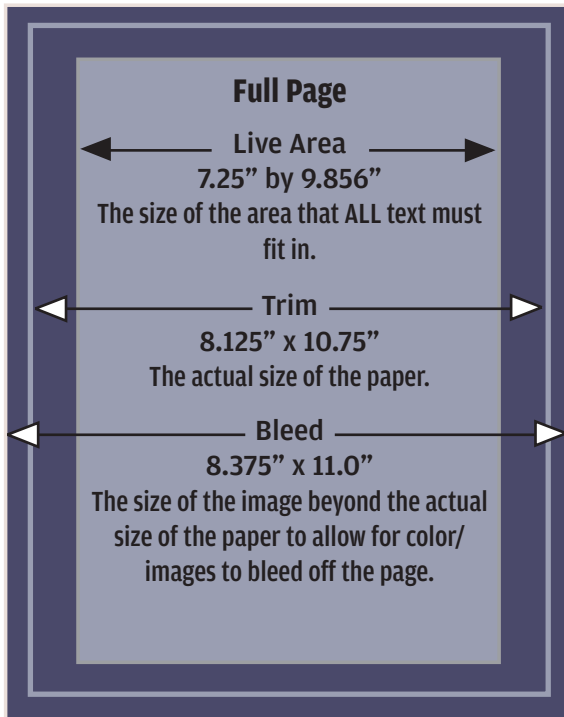


NEBRASKA CATTLEMAN

NEBRASKA CATTLEMAN

The only publication dedicated to the Nebraska cattle industry.

ILLUSTRATED AD SIZES AND AD SPECIFICATIONS



Market Place
 2.32" x 2"

Column Inch
 2.32" x 1"

Digital print-ready ads: Complete and no alterations

- Submit as press-optimized, high-resolution PDFs with all fonts and graphics embedded, Photoshop (PSD or TIFF) or Illustrator (EPS) with all linked graphics and fonts.
- We **DO NOT** accept Word, PowerPoint, Excel or Publisher files or documents, or any other format not specifically listed as print-ready ads. Material sent in these formats will be for ads we design.

Materials for ads we design

- **Ad copy** mailed or emailed as a Word or text file.
- **Photographs** emailed in high-resolution digital form or mailed for scanning. If using a digital camera or cell phone, shoot at the highest quality mode (1200 x 800 minimum). Do NOT reduce file size when emailing or texting a photo, as it reduces the quality.
- **Graphics** (logos) emailed in high-resolution digital form or mailed for scanning.
- Materials **NOT ACCEPTABLE**: any graphic placed in Word; low-resolution photographs; low-quality graphics; images taken from websites; Microsoft Publisher files.

Color

CMYK process color is used throughout the magazine. PMS colors available for an additional charge. Color in *NC Chronicle* and on the website is RGB.

Electronic transfer guidelines

We accept material via email, Dropbox or direct link.

Nebraska Cattleman mechanical specs

- 3-column format, 14 pica (2.32" column).
- Printed on 70-lb. cover and 40-lb. body, gloss stock.
- Saddle-stitch binding.

NC Chronicle square:
 300 x 300 pixels
 72 dpi. RGB jpeg or png
 File size: 30k or less

\$200/e-newsletter

NC Website square:
 380 x 380 pixels
 72 dpi. RGB jpeg or png
 File size: 30k or less

\$200/month

Nebraska Cattleman eblast ads:
 540 x 90 pixels
 72 dpi. RGB jpeg or png

\$300/eblast

IN-STATE & REGIONAL ADVERTISING

Amber Coleman / acoleman@necattlemen.org / (402) 340-1588

OWNER / PUBLISHER

Nebraska Cattlemen / 4611 Cattle Drive / Lincoln, NE 68521-4309
NCmag@necattlemen.org / phone: (402) 475-2333 / fax: (402) 475-0822

PRODUCTION / EDITOR

Lisa Bard, Editor / lbard@cinchedup.com / (970) 222-7422