

MEDIA KIT

Hoof Print

The Small Ruminant Magazine



HEALTH & MANAGEMENT
YOUTH | SPOTLIGHT
MARKET MATTERS

Editorial

MISSION STATEMENT

HoofPrint: The Small Ruminant Magazine is a quarterly periodical, whose goals are to promote better animal health, husbandry, and knowledge among sheep and goat producers. HoofPrint is the joint effort of members of the sheep and goat industries and serves as a united voice for all small ruminant producers.

HoofPrint is published by the Kentucky Sheep & Goat Development Office.

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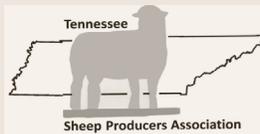


EDITORIAL FOCUS

HoofPrint serves as an affordable means for sheep and goat related organizations to distribute membership information to their members through our partner program.

HoofPrint Partners receive two facing pages in each issue to highlight their specific organization news and events.

CURRENT Hoofprint PARTNERS:



EDITORIAL PREVIEW

HoofPrint provides small ruminant producers with timely articles and news related to all aspects of sheep and goat production and marketing. Our editorial focus includes:

Health & Management

Covering common issues such as kidding and lambing, animal health, reproduction, parasite management, and record keeping.

Youth

Provides insight and information about the active and exciting world of 4-H and FFA small ruminant projects.

Spotlight

A quarterly feature story that highlights industry related, people, businesses, events and occurrences.

Nutrition

Timely articles on nutrition typically focusing on the nutritional needs of small ruminants during a specific season of the year.

Market Matters

Discusses industry price trends and future market projections.

And much, much more!!!



Circulation

< 2,500 + copies printed quarterly; 1600 direct mailed to producers distributed to 42 states; 900 distributed at industry events (Festivals, National Shows & Sales, Educational Events)

AUDIENCE

Our audience is the sheep and goat producer, the everyday farmers that make management and purchasing decisions.

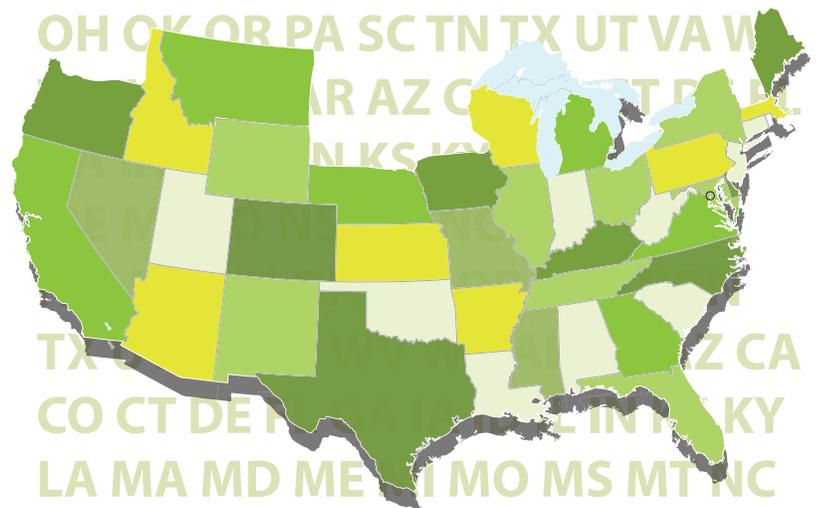
Our core audience consists of the Eastern US sheep and goat producers and is distributed to 42 states.

The Eastern US has more than 83,000 sheep and goat producers with over 1.5 million sheep and goats.

According to a recent survey of sheep and goat producers:

- The average producer spends over \$4,100 each year on purchased feeds.
- The average producer spends over \$1,500 each year on goat and sheep related equipment and supplies.
- 1.5 million sheep and goats have the potential to produce 3 million kids and lambs to be marketed each year.

AN AUDIENCE OF SHEEP & GOAT PRODUCERS ACROSS THE EASTERN US



"Got my latest edition of HoofPrint and once again I am amazed at the quality of the articles. The information continues to be pertinent and helpful for the sheep and goat industry. The information helps producers regardless of where we live or how many goats we run. Keep up the good work."

-- Rusty Lee, goat producer, GA

RATES & SPECS

AD RATES	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUES
Full page	\$1440.00	\$1215.00	\$855.00	\$450.00
2/3 page	\$1040.00	\$877.50	\$617.50	\$325.00
1/2 page	\$800.00	\$675.00	\$475.00	\$250.00
1/3 page	\$608.00	\$513.00	\$361.00	\$190.00
1/4 page	\$512.00	\$432.00	\$304.00	\$160.00
1/6 page	\$416.00	\$351.00	\$247.00	\$130.00
1/8 page	\$320.00	\$270.00	\$190.00	\$100.00

PREFERRED POSITIONS Multiple issue discounts for premium ad spaces are negotiable.

Outside Back Cover	\$500.00
Inside Front Cover	\$500.00
Inside Back Cover	\$500.00

SIZE & ORIENTATION	WIDTH	HEIGHT
Full Page Bleed	8.5"	11.25"
Full Page (within live area)	8.5"	10.5"
2/3 page	4 9/16"	10"
1/2 Page Vertical	3.6627"	10"
1/2 page Horizontal	7.5"	4.875"
1/3 Page Vertical	2.3880"	10"
1/3 Page Square	4.9444"	4.875"
1/4 page Page Square	3.6627"	4.875"
1/6 page Vertical	2.3889"	4.875"
1/6 Page Horizontal	4.9444"	2.3889"
1/8 page Horizontal	3.6627"	2.271"

EDITORIAL CALENDAR	WINTER	SPRING	SUMMER	FALL
Pub Dates	Jan 1	Apr 1	Jul 1	Oct 1
Ad Deadlines	Nov 15th	Feb 15th	May 15th	Aug 15th



Ask about advertising on Hooftrader.com
& how you can get discount rates.

CONTACT US

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