

# REACH OUT TO A NEW MARKET



**NEW  
THIS YEAR**

Larger layout gives  
you more advertising real-  
estate for your money

# top stock

M A G A Z I N E

**20  
20**  
MEDIA  
GUIDE

**AN AWARD WINNING CANADIAN PUBLICATION**

Winner of the Livestock Publications Council Non-Association Publication in 2019

## Print Distribution

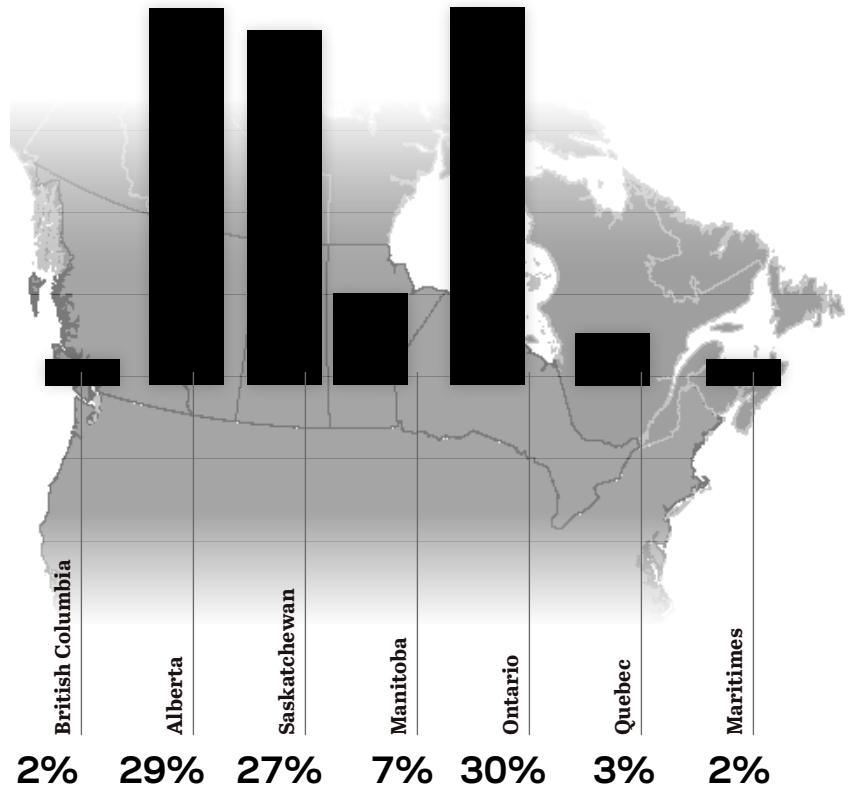
February 2020	2000 copies
July 2020	1500 copies
September 2020	1500 copies
November 2020	2000 copies

The February edition is distributed to 50% purebred/club calf producers and 50% commercial producers. The July/September/November editions reach 90% purebred/club calf producers, and 10% commercial producers.

## Online Distribution

Top Stock can be read for free online. We anticipate this audience to grow with each issue. The statistics from our previous four issues are as follows.

February 2019	2,693 reads, 51,811 impressions
July 2019	2,052 reads, 4,489 impressions
September 2019	1,814 reads, 3,068 impressions
November 2019	1,681 reads, 5,956 impressions



## Special Distribution Schedule

Spring (February)	Mailed, free of charge to cattlemen across Canada & to subscribers
Summer	Distributed free at Junior Nationals, Summer Synergy, Calgary Stampede & to subscribers
Fall (Early September)	Mailed, free of charge to cattlemen across Canada & to subscribers
Winter (Early November)	Distributed free at Royal Winter Fair, Farmfair, & Agribition to subscribers

## New this Year

We have increased the size of our publication to give you more physical space to get your advertising across! We continue to offer the capacity to add videos and motion graphics to our online edition and more economical 'digital only' advertising so you can target our online audience without running your ad in print. Please contact us to learn more.



### Contact our ad reps today

Katie Songer, Editor  
 info@topstockmagazine.com | 587.802.3110  
 Tracy Kimmel, Canada  
 topstockmagazine@gmail.com | 780.875.2089  
 Sarah Buchanan, Canada  
 sbuchanan@gold-bar.com | 306.681.5340  
 Meghan Hoffman, United States  
 mags\_gk@yahoo.com | 913.370.3945

### Show news at its best...

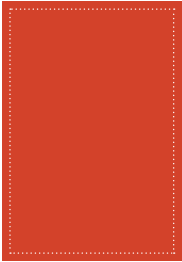
Read show results, judge interviews, upcoming event previews, and industry specific articles, news and tips targeted at connecting show cattle enthusiasts from across the nation. Receive more bang for your advertising dollar with the hottest new publication in the Canadian show scene. Call us today!

### Upcoming Issues

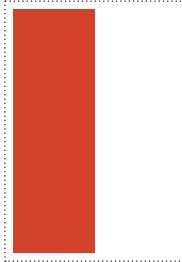
Issue	Ad Deadline	Published
Spring A.I.	Jan 15	Feb 14
Mid-Summer	June 7	July 9
Early Fall	Aug 12	Sept 9
Late Fall	Sept 30	Nov 3

\*Please contact for camera-ready ad deadlines

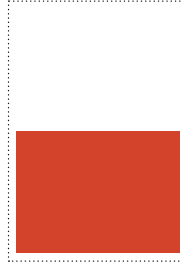
## Ad Sizes (in inches)



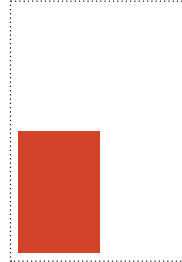
Full Page  
W 9.0" H 12.0"  
Bleed 0.125"



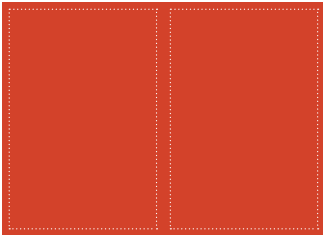
Half Vertical  
W 3.906" H 11"  
Bleed none



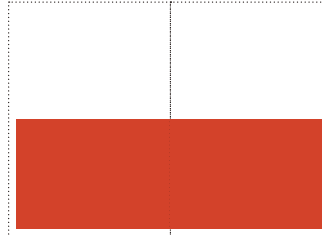
Half Horizontal  
W 8.0" H 5.406"  
Bleed none



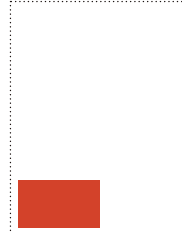
Quarter Page  
W 3.906" H 5.406"  
Bleed none



Double Page Spread  
W 18" H 12"  
Bleed 0.125"



Half Double Page Spread  
W 17" H 5.406"  
Bleed none



Eighth Page  
W 3.906" H 2.609"  
Bleed none

**Advertising Rates** All ads are full color. 5% GST not included. Signed ad contract must be received to take advantage of frequency discounts. Prices listed in Canadian Funds.

**ONLINE ONLY** Advertise in the online version only (no print) for the prices listed in red!

Frequency	1x	2x	3x	4x
Double Page Spread	1225 (650)	1200 (625)	1175 (600)	1150 (575)
Full Page	675 (350)	650 (325)	625 (300)	600 (275)
Half Double Page Spread	675 (350)	650 (325)	625 (300)	600 (275)
Half Vertical	375 (250)	350 (225)	275 (200)	250 (175)
Half Horizontal	375 (250)	350 (225)	275 (200)	250 (175)
Quarter	250 (150)	225 (125)	200 (100)	175 (75)
Eighth	150 (100)	125 (80)	100 (60)	75 (40)

Ads paid prior to press date receive 5% discount off the listed price. Back cover, inside back cover, inside front cover, and other position pages are priced upon request. **Please contact us for a custom estimate if you would like to add video to your digital advertising.**

**Design Rates** \*Rates when you run your ad in Top Stock magazine.

Double Page Spread	280	Half Horizontal	100
Full Page	200	Quarter	80
Half Double Page Spread	200	Eighth	40
Half Vertical	100		

Supplied images must be 300dpi. Although we will advise you when your images are low quality, Top Stock magazine is not responsible for blurry or pixelated images.

Please send advertisements to:

info@topstockmagazine.com

PHONE 587.802.3110

All ads must be received by deadline.

### File Requirements

CMYK, High Resolution (300 dpi)

Convert all RGB, spot and Pantone colours to 4-colour process CMYK.

### Accepted File Formats

PDF: Embed all fonts. No image compression.

Use JPG in high quality.

EPS: Convert fonts to outline. Rasterize effects to 300 dpi.

JPG: 300 dpi or greater.

We do not accept ads built in Microsoft Word, Excel, Publisher or Adobe Pagemaker.

### Spreads and Full Page Ads

Ads requiring a bleed should be built to trim size and have images or graphics extended 0.125in beyond each edge. All text and critical elements should be at least 0.5" inside trim edge.

### Print Specifications

Finished size: 9" x 12", perfect bound.

### Free Online Issue

Each issue of Top Stock Magazine is available online for free! Go to topstockmagazine.com and click on our latest issue.

### Submit Content

We always welcome articles, photos, show results and upcoming events. Please email us at info@topstockmagazine.com. If you are interested in becoming a paid contributing writer, please contact us for more information.

### Subscribe

Want to join the subscription list for a printed copy of TopStock magazine? Want to have Top Stock sent to your customers? Contact us to get on the list at info@topstockmagazine.com (Subscriptions are \$15/year in Canada and \$35/year in the USA, plus GST).