
Western Livestock Journal®
MEDIA
2026 KIT

Western Livestock Journal®

SERVING PRODUCERS AND LIVESTOCK INDUSTRY PROFESSIONALS SINCE 1922.

Our Mission

For over a century, *WLJ* has made it our mission to always serve our readers and advertisers, stay relevant in their lives, and forge meaningful relationships that drive mutual success. Our team continues that mission today with reliable editorial content and unparalleled service to advertisers, helping each advertiser connect with their ideal market.

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TRADITION · INTEGRITY · LEADERSHIP · COLLABORATION · INNOVATION

Readership
+ AUDIENCE

"YOUR PUBLICATION SITS ON OUR DINING ROOM TABLE AND IS READ EVERY WEEK. YOU ARE A PART OF OUR SUCCESS AND WE APPRECIATE THAT!"
- *WLJ* SUBSCRIBER

85.3%
OWN OR MANAGE A BEEF CATTLE OPERATION

515
AVERAGE HERD SIZE FOR THE *WLJ* READER

73.8%
OF *WLJ* READERS PRECONDITION THEIR CALVES

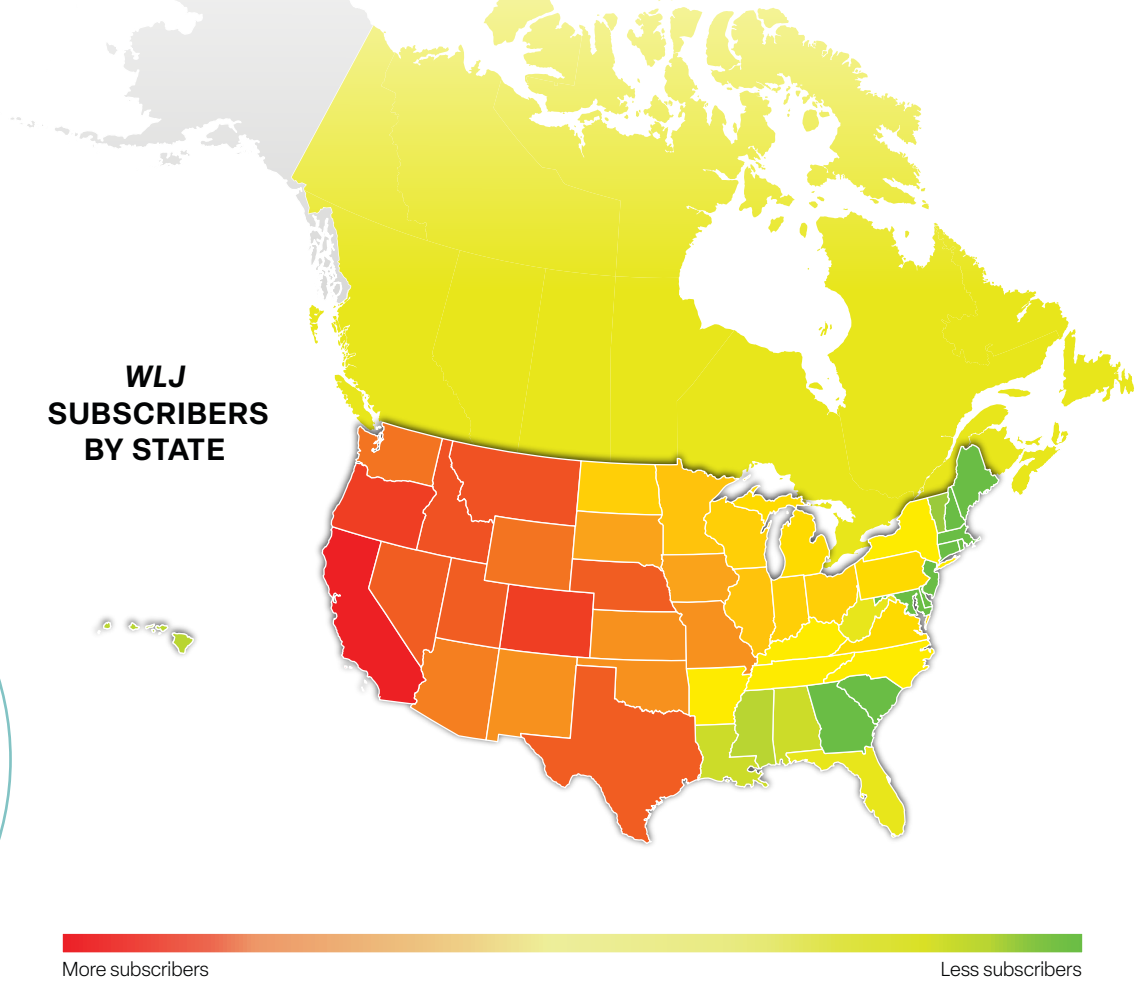
92.5%
OF *WLJ* READERS PREFER PRINT MEDIA FOR EDITORIAL CONTENT

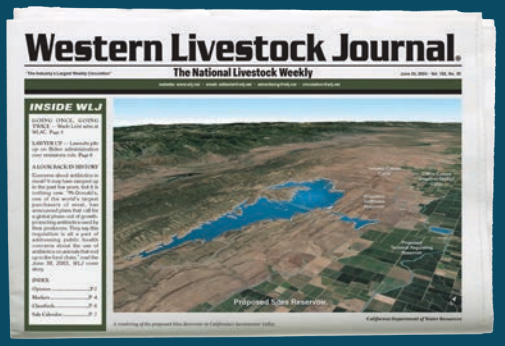
16,331.7
AVERAGE NUMBER OF ACRES OWNED OR LEASED BY *WLJ* READERS

50K+
SOCIAL MEDIA FOOTPRINT

10,000+
WEEKLY READERS

***WLJ* SUBSCRIBERS BY STATE**





PRINT

FOR OVER 100 YEARS...

Editorial CALENDAR

Western Livestock Journal®

WLJ WEEKLY PAPER FEATURED SECTIONS

RED BLUFF BULL SALE
DEC. 29, 2025
AD DEADLINE: DEC. 18, 2025

This featured issue outlines the Red Bluff Bull Sale's schedule of events and allows producers and vendors to individually highlight their entries in the highest-grossing sale in the U.S.

NCBA CONVENTION
FEB. 9, 2026
AD DEADLINE: FEB. 2, 2026

This issue covers the National Cattlemen's Beef Association's annual convention, including policy issues affecting the industry, Cattlemen's Beef Board matters and national producer awards.

AMERICAN SHEEP INDUSTRY ASSOC. CONVENTION
FEB. 16, 2026
AD DEADLINE: FEB. 9, 2026

This issue features coverage of the American Sheep Industry Association's annual convention wrap-up, including policy issues, wool and lamb market updates and results from the annual photo contest.

MIDLAND BULL TEST
MARCH 23, 2026
AD DEADLINE: MARCH 16, 2026

This issue features articles on the performance reports, test winners and test methodologies from the West's premier event for measuring genetic performance potential.

HAY & RANCH EQUIPMENT
APRIL 13, 2026
AD DEADLINE: APRIL 6, 2026

This issue showcases the newest products and services from leading ranch and farm equipment manufacturers and matches buyers looking for hay with sellers.

NUTRITION, FEED & HEALTH
SEPT. 7, 2026
AD DEADLINE: AUG. 31, 2026

This featured section covers everything producers need to know to choose the best nutritional products for their operation, overcome nutritional and animal health challenges and reduce costs.

AUCTION MARKETS
SEPT. 14, 2026
AD DEADLINE: SEPT. 7, 2026

This unique issue highlights influential auction markets and the competitive bidding process favored by many producers around the country during peak marketing season.

NATIONAL WESTERN STOCK SHOW
DEC. 28, 2026
AD DEADLINE: DEC. 18, 2026

This National Western Stock Show issue contains everything you need to know about the nation's largest stock show, including a complete schedule of shows, sales and special events.

WLJ WEEKLY PAPER FEATURED BREED SECTIONS

Every cattle breed contributes unique advancements and genetics to the industry, and these featured sections take a deep dive into the influence of the people and cattle that contribute to each breed while connecting buyers and sellers to cattle with top-of-the-line genetics.

SIMMENTAL
JAN. 26, 2026
AD DEADLINE: JAN. 19, 2026

HEREFORD
FEB. 2, 2026
AD DEADLINE: JAN. 26, 2026

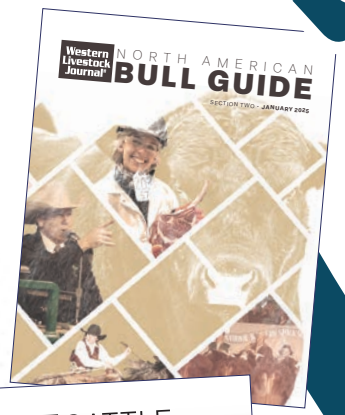
RED ANGUS
FEB. 9, 2026
AD DEADLINE: FEB. 2, 2026

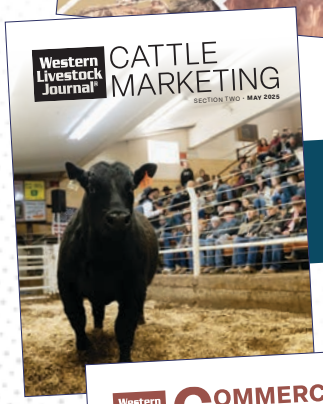
ANGUS
FEB. 16, 2026
AD DEADLINE: FEB. 9, 2026

CHAROLAIS
FEB. 23, 2026
AD DEADLINE: FEB. 16, 2026

Editorial CALENDAR

Introducing
A BOLD NEW NAME FOR 2026







FEATURED MAGAZINE

The *WLJ* featured magazine, *The Wire*, highlights stories and articles about the people in the industry, latest technologies, market trends and more! *The Wire* is published three times a year and merges the three individual publications *Bull Buyers Guide*, *Cattle Marketing* and *Commercial Cattle Issue* under one name.

The Wire will remain committed to helping advertisers reach more potential customers while also providing more consistent and creative content.

the WIRE
Western Livestock Journal

UNITING THE TRADITIONS OF THE PAST
UNDER ONE NAME FOR THE FUTURE!

THE WIRE - WINTER EDITION
JAN. 5, 2026
AD DEADLINE: NOV. 24, 2025

Formerly known as the *North American Bull Buyers Guide*, this issue is a is a must-have for any producer or company selling or looking for bulls or breeding servies.

THE WIRE - SPRING EDITION
MAY 11, 2026
AD DEADLINE: APRIL 13, 2026

Formerly known as *Cattle Marketing,* this is a prime opportunity to advertise large-scale marketing opportunities and spring breeding and health services.

THE WIRE - SUMMER/FALL EDITION
AUG. 17, 2026
AD DEADLINE: JUNE 22, 2026

Formerly known as the *Commericial Cattle Issue*, this is a great opportunity for promoting fall seedstock sales and reaching customers preparing for the busy fall season.

Editorial CALENDAR

Western Livestock Journal PROPERTIES RANCH · FARM™

REAL ESTATE MAGAZINE

Whether you're buying, selling or just dreaming, this featured magazine is the prime place to find the finest ranch and farm properties across the country. In addition to real estate listings in vivid color, readers can enjoy the latest insights on market trends and issues that impact property values.

SPRING PROPERTIES
MARCH 30, 2026 AD DEADLINE: FEB. 16, 2026

SUMMER PROPERTIES
JUNE 8, 2026 AD DEADLINE: APRIL 27, 2026

FALL PROPERTIES
AUG. 31, 2026 AD DEADLINE: JULY 20, 2026

WINTER PROPERTIES
NOV. 30, 2026 AD DEADLINE: OCT. 19, 2026



Print Advertising
RATES

NEWSPAPER ADVERTISING RATES (B&W)			
NON-COMMISSIONABLE		1 time	3 times
Full Page	(96")	$2,695	$2,425
¾ Page	(72)	2,070	1,865
⅔ Page	(64)	1,875	1,690
½ Page	(48)	1,510	1,360
Junior Page	(40)	1,375	1,250
⅓ Page	(32)	1,140	1,025
¼ Page	(24)	880	790
⅙ Page	(16)	600	540
Bull Pen	(4)	120	115
Standard 1-color: + $200		4-color: + $450	

Additional volume discounts available.

PROPERTIES MAGAZINE ADVERTISING RATES (B&W)	
NON-COMMISSIONABLE	
Full Page	$800
½ Page	450
¼ Page	275
Standard 1-color: + $200	4-color: + $550
AD BUILD CHARGE: $125	

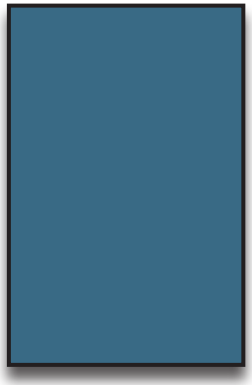


MAGAZINE ADVERTISING RATES (B&W)	
NON-COMMISSIONABLE	
Full Page	$1,200
¾ Page	1,075
⅔ Page	900
Jr. Page	800
½ Page	635
⅓ Page	450
¼ Page	340
⅙ Page	240
Standard 1-color: + $200	4-color: + $475

Newspaper
AD SPECS

COLOR
CMYK
Black 100% - *(no 4-C black)*
PDF files preferred.

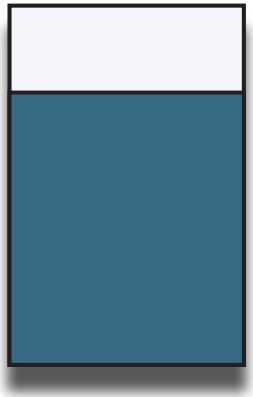
FULL PAGE (96")



Full Trim Size
11.375 x 16.75"

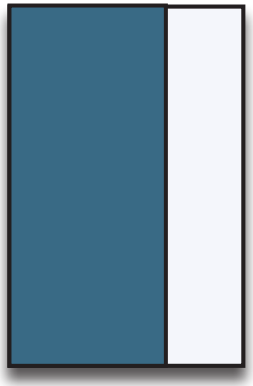
Full Image Size
10.3125 x 15.75

3/4 PAGE (72)



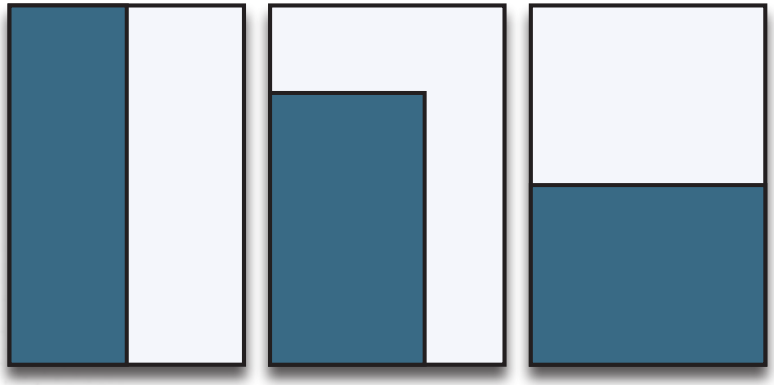
6 col x 12"
10.3125 x 12

2/3 PAGE (64)



4 col x 15.75
6.8125 x 15.75

1/2 PAGE (48)

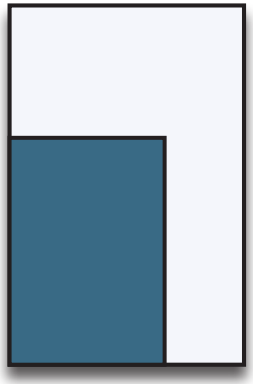


3 col x 15.75
5.0625 x 15.75

4 col x 12
6.8125 x 12

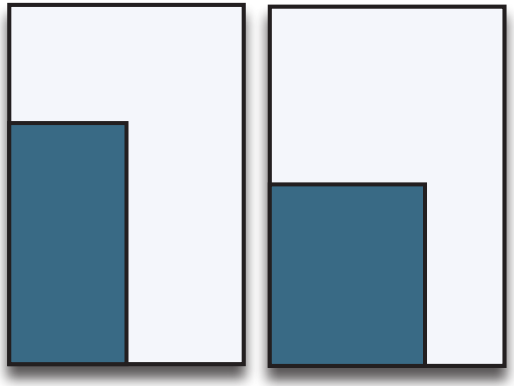
6 col x 8
10.3125 x 8

JR. PAGE (40)



4 col x 10
6.8125 x 10

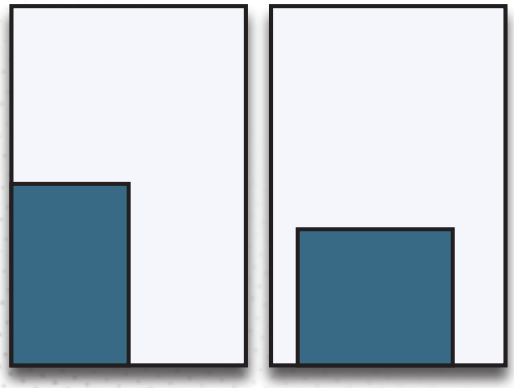
1/3 PAGE (32)



3 col x 10.625
5.0625 x 10.625

4 col x 8
6.8125 x 8

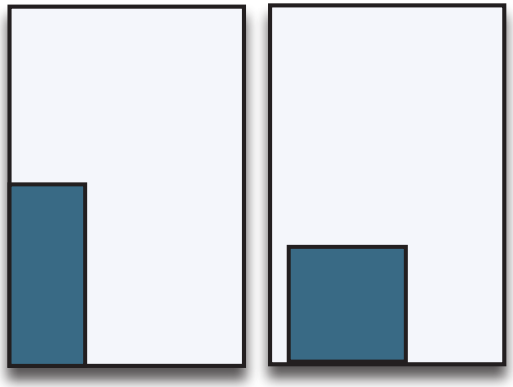
1/4 PAGE (24)



3 col x 8
5.0625 x 8

4 col x 6
6.8125 x 6

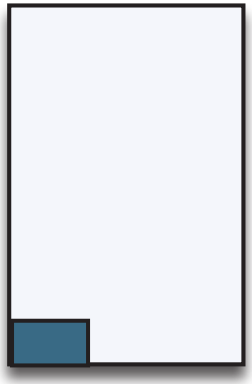
1/6 PAGE (16)



2 col x 8
3.3125 x 8

3 col x 5.0625
5.0625 x 5.0625

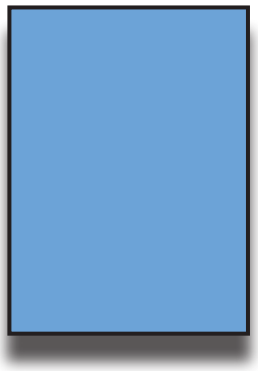
BULL PEN (4)



2 col x 2
3.3125 x 2

Magazine
AD SPECS

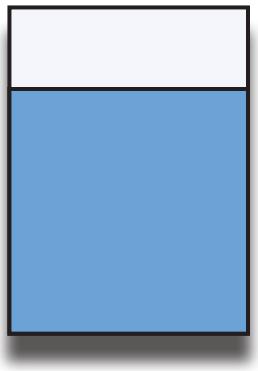
FULL PAGE (30")



Full Bleed Size
8.875 x 11.375"

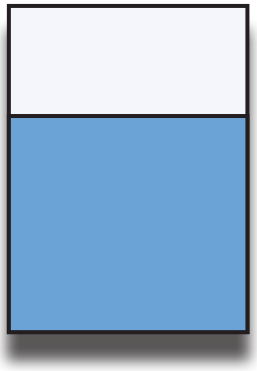
Full Trim Size
8.375 x 10.875

3/4 PAGE (22.5)



3 col x 7.5"
7.3125 x 7.5

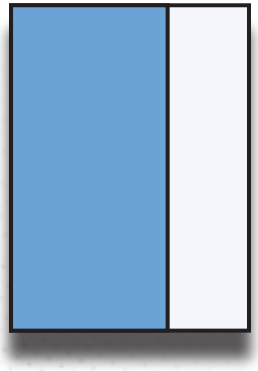
2/3 PAGE (20)



3 col x 6.625
7.3125 x 6.625

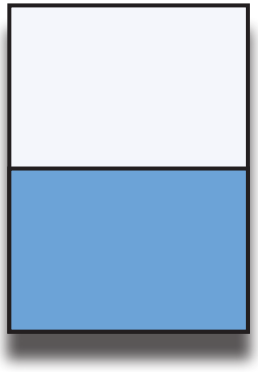
NOTE:
Properties magazine eligible ad sizes are full, half and quarter only.

JR. PAGE (20)



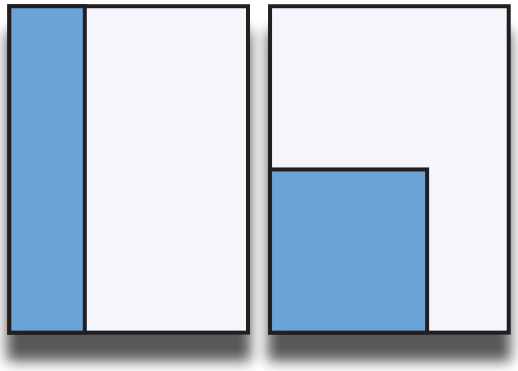
2 col x 10
4.8125 x 10

1/2 PAGE (15)



3 col x 5
7.3125 x 5

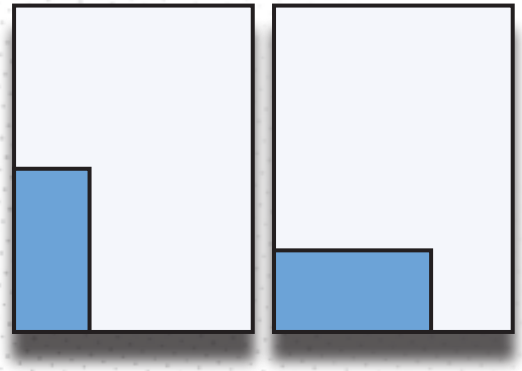
1/3 PAGE (10)



1 col x 10
2.3125 x 10

2 col x 5
4.8125 x 5

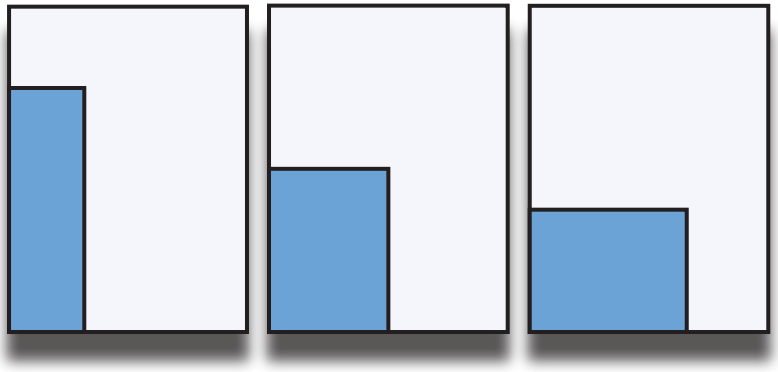
1/6 PAGE (5)



1 col x 5
2.3125 x 5

2 col x 2.5
4.8125 x 2.5

1/4 PAGE (7.5)



1 col x 7.5
2.3125 x 7.5

1.5 col x 5
3.5 x 5

2 col x 3.75
4.8125 x 3.75

Newspaper INSERTS



WLJ WEEKLY INSERT PRICING AND INFORMATION

All inserts will be sent to *WLJ's* entire list of subscribers, including our individual subscribers and auction markets all over the country!

INSERT PRICING AND SPECS:
The standard insert rate is $3,000 (10,500 inserts) for inserts up to 6 pages.

Inserts over 6 pages will require an estimate.

All inserts must be folded down to a maximum of 8.5" x 11" prior to shipping.

SHIPPING INSTRUCTIONS & DEADLINES

All inserts must arrive to our office and our printer no later than 4:30 p.m. on Monday one week prior to the date of issue the insert will run: e.g., if the insert is running in the Monday, Oct. 19 issue, the insert must arrive by 4:30 p.m. on Monday, Oct. 12.

Please ship your inserts with this deadline in mind. During the holidays, mailing can take up to 2 weeks, so please plan accordingly.

Once your insert has been shipped, send the tracking numbers to your field representative and to kirby@wlj.net.

Ship 20 samples to:
Western Livestock Journal
6021 S. Syracuse Way, #103
Greenwood Village, CO 80111

2026 UPDATE

Ship inserts to:
Midway Press LTD
Attn: Jerrie Foster
For: Western Livestock Journal
645 Regal Row
Dallas, TX 75247

PACKING AND LABELING INSTRUCTIONS

- Pack boxes tightly all the way to the top to avoid crushing when the boxes are stacked.
- Put the same number of inserts into each box.
- Securely tape all boxes to ensure inserts don't fall out during transit.
- Number each box in the shipment (1 of 5, 2 of 5, etc.).
- Label the outside of each box with the advertiser's name, a description of the contents and the insertion date (if known).
- Attach a sample of the insert to the outside of at least 1 box.

NOTE:
WLJ can help facilitate the printing and shipping of inserts at the advertiser's request and expense.


Western Livestock Journal
FALL BULL SALE
Farm Credit debt rating downgraded
Bovine leukemia virus' influence on cow productivity

DIGITAL

Digital Marketing OPPORTUNITIES

- Increase website traffic
- Find new customers through a targeted approach
- Reach a larger audience more cost effectively
- Capitalize on brand recognition
- Understand your target market better with our audience demographic analysis
- Track key metrics such as impressions, engagement rate, clicks and click-through rate



Western Livestock Journal®

Newsletter
ADVERTISING

WLJ WEEKLY TOP HEADLINES NEWSLETTER

Formats accepted: Image with link, HTML, video

Reach: *WLJ* has approximately **8,650+ subscribers** receiving the email newsletter every Friday afternoon.

Highlights:
- Can be viewed on computer, laptop, tablet or smartphone.
- Receives above-average open rates (all recipients opt in).
- Offers great visibility and value on a weekly basis.

WEEKLY BANNER

728x90 or 728x120
150ppi

- $75 for 1 week (1x)
- $200 for 3 weeks (3x)
- $360 for 1.5 months (6x)
- $630 for 3 months (12x)
- $1,170 for 6.5 months (26x)
- $1,950 for 1 year (52x)

WLJ DAILY BRIEFS NEWSLETTER

Formats accepted: Image with link, HTML, video

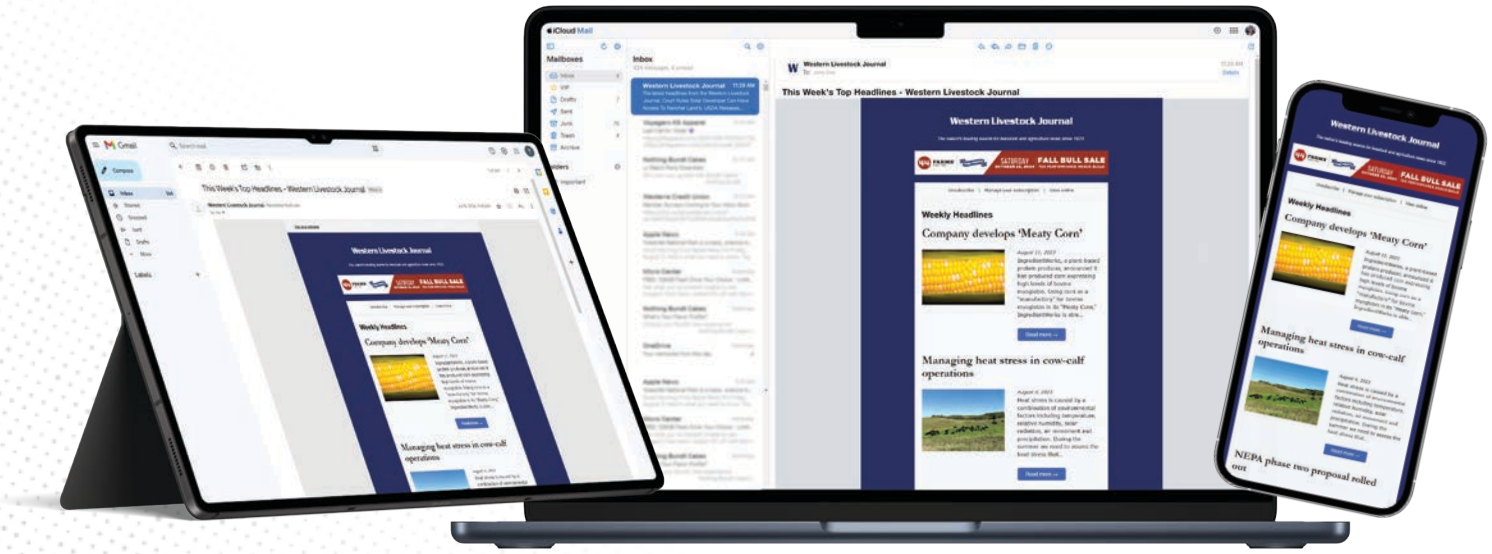
Reach: *WLJ* currently has **1,400+ subscribers** receiving Daily Briefs Monday-Friday. This daily newsletter has the highest open rate out of all of *WLJ's* marketing emails. Take advantage of this captive audience!

Highlights:
- Can be viewed on computer, laptop, tablet or smartphone.
- Receives above-average open rates (all recipients opt in).
- Offers great visibility and value on a daily basis.

DAILY BANNER

728x90 or 728x120
150ppi

- $100 for 1 week (5x)
- $255 for 3 weeks (15x)
- $450 for 1.5 months (30x)
- $780 for 3 months (60x)
- $1,430 for 6.5 months (130x)
- $2,340 for 1 year (260x)



E-blasts



SALE MAIL E-BLAST

Formats accepted:
Image with link, HTML, video

Reach:

Livestock Sales:	6,400+
Ranch & Farm Properties:	5,500+

Highlights:

- Can be viewed on computer, laptop, tablet or smartphone.
- Receives above-average open rates (all recipients opt in).

SIZE

Optimal size is 864px X 1,152px at 72 ppi.

However, we can work with most files that are close to this size.

WLJ can also convert your print ad into an e-blast if the fonts are not too small. Keep in mind that e-blasts are meant to
entice the viewer to click on the image and link to a website where more detailed information is presented.

Basic e-blast: $350 per mailing
Includes one e-blast using either a print ad that ran in *WLJ* or one of our magazines or an ad provided by the advertiser. A *WLJ* e-blast can be linked to a website of the advertiser's choosing.

Custom e-blast: $450 per mailing
Includes one custom-designed e-blast with photos, videos and links to multiple websites. *WLJ's* in-house graphic design team will create a marketing message to fit your advertising campaign perfectly.

Website
BANNER ADS

Formats accepted: Image with link, HTML, video

Reach: *WLJ.net* averages 30,000 page views per month and 450 visitors per day.

Highlights:
- Can be viewed on computer, laptop, tablet or smartphone.
- Offers great visibility and value on a 24/7 basis.

BANNER

728px X 90px

$200 for 1 month
$550 for 3 months
$1,000 for 6 months
$1,800 for 1 year

This ad can be placed in multiple locations. Ad will rotate with other banner ads if multiple ads share same area.

RIGHT COLUMN BANNER

300px X 600px

$400 for 1 month
$1,000 for 3 months
$2,500 for 6 months
$4,000 for 1 year



Google + Yahoo
DISPLAY ADS

More digital advertising opportunities!

VIDEO

- Video editing available
- 15 or 30 seconds
- Costs per Impressions (Impr) scale:
    - 10,000 Impr = $700
    - 15,000 Impr = $1,050
    - 20,000 Impr = $1,400
    - 25,000 Impr = $1,750
    - 30,000 Impr = $2,100

VIDEO AD SPECS:

- 15 or 30 sec
- File type: AVI, MOV, MP4, M4V
- CODEC: H.264
- Bitrate: at least 20 Mbps
- Frame Rate: 23.98 or 29.97
- Up to 1 GB file size
- *Dimensions:*
    - **Horizontal:** 1280 x 720, 1920 x 1080;
    - **Vertical**: 720 x 1280, 1080 x 1920;

DISPLAY

- Ad design available
- Impressions/Cost Scale:
    - 20,000 Impr = $800
    - 25,000 Impr = $1,000
    - 30,000 Impr = $1,200
    - 35,000 Impr = $1,400
    - 40,000 Impr = $1,600
    - 45,000 Impr = $1,800
    - 50,000 Impr = $2,000

AD SPECS:

- File type: JPEG or PNG
- 72 DPI, under 150 Kb
- *Dimensions (pixels):* 300 x 250; 300 x 600; 728 x 90; or 32 x 100



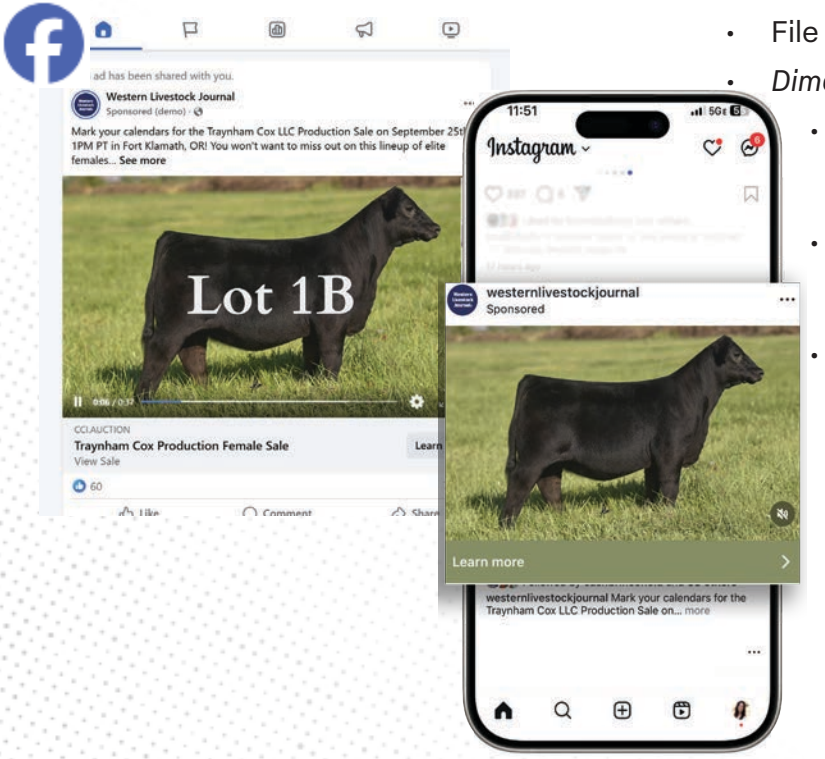
THESE ADS ARE USED ON WEBPAGES AND IN-APP PLACEMENTS TO RELEVANT USERS ACROSS GOOGLE AND YAHOO'S PLATFORMS.

Social Media
ADS

These social media ads do not run on the WLJ social media pages; rather, they will appear on the feeds of relevant social media users.

DISPLAY SPECS

- Ad design available
- File type: JPEG or PNG
- Carousels or individual features
- *Dimensions (pixels):*
  - 300 x 250
  - 300 x 600
  - 728 x 90
  - 320 x 100
- 72 DPI, file size less than 150 kb



VIDEO SPECS

- Video editing available
- File type: AVI, MOV, MP4, M4V
- Carousels or individual features
- Vertical files can also run as Reels & Stories
- 5 minutes or less
- CODEC: H.264
- Frame rate: 23.98 or 29.97
- Bitrate: At least 20 Mbps
- File size: up to 1 GB
- *Dimensions (pixels):*
  - Horizontal:
    - 1280 x 720
    - 1920 x 1080
  - Vertical:
    - 720 x 1280
    - 1080 x 1920
  - Square:
    - 720 x720
    - 1080 x 1080

Impressions	Display Cost	Video Cost
10,000 Impr.	n/a	$700
15,000 Impr.	n/a	$1,050
20,000 Impr.	$800	$1,400
25,000 Impr.	$1,000	$1,750
30,000 Impr.	$1,200	$2,100
35,000 Impr.	$1,400	$2,450
40,000 Impr.	$1,600	$2,800
45,000 Impr.	$1,800	$3,150
50,000 Impr.	$2,000	$3,500

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