



100 Million Acres

How can a community encompass 100 million acres?

Because the ag people who live and work on the often remote ranches, farms and fields of northern California, Oregon, northern Nevada, western Idaho and southern Washington are closely united in their lives and love of the land.

The AG Mag and CATTLE Mag tell their stories to help them stay connected and strong, and to share their lives with ag consumers in the world beyond the 100 million acre border.

Stories of farmers, ranchers, industry advocates and ag partners. We offer progressive, practical, entertaining and informative articles to engage and encourage community with a common purpose: agriculture.

Media Kit 2024

Our Mission

We celebrate hard work, innovation & creative solutions



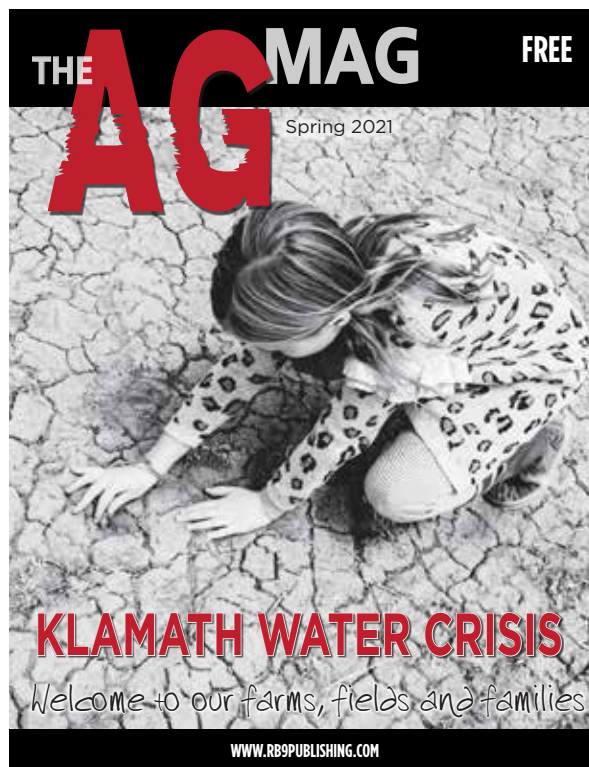
What makes The AG Mag and The CATTLE Mag unique in the West?

For years our mission has been to go behind the typical news to tell the personal stories of ag producers in our region. To celebrate hard work, innovation and creative solutions. Our readers are loyal because we engage them in telling their stories. Because they know we care.

Now, more than ever our message resonates with the larger world of ag consumers who care and want to know who produces their food and where it comes from.

RB9 Publishing

Staying connected



Thousands of ag producers throughout our 100 million acres depend on The AG Mag and The CATTLE Mag to stay connected to each other. They are fiercely loyal and share our articles with one another and with their ag networks throughout the country.

They consider our magazines part of their daily lives.

- Our magazines ride along with them. They spend time with each issue and share with their friends and family.
- What they like best is that we tell their stories, often in their own words.
- Their bond with us results in purchases of ag products, visits to stores or locations advertised in The AG Mag or The CATTLE Mag.



We're expert storytellers



Forage Tour

The 100 million acre region where The CATTLE Mag is distributed is as varied as the breeds of cattle grazing this vast expanse. The *Forage Tour* traverses this territory visiting ranch operations and telling about the various types of forage that make up our distribution area.



Rancher's Journal

Who can better tell their day-to-day story than ranch men and women? This popular CATTLE Mag feature goes behind the scenes to tell what it's really like. The *Rancher's Journal* gives readers a personal insight into a week in the life of a rancher, from sun up to sun down and beyond.



Community Building

Across the West rural communities are rebuilding and reinventing themselves. Whether it's from a devastating fire or revitalizing a sleepy main street, small rural towns are proud of themselves and showing their pride in exciting and dynamic ways.



Field Notes

Taking a cue from the Rancher's Journal The AG Mag's *Field Notes* is at the table with a group of families who've committed themselves to eating local for a year. Or on the ground with a first generation farmer or rancher. We believe in people and in sharing their voices with our readers.



Cowboy Poetry

Annie Mackenzie is a fourth-generation rancher and part-time cowboy poet. She was born and raised in Jordan Valley Oregon, growing up on her family's ranch. Whether it's moving cows, fixing fence, working dogs, or watching a cowboying disaster unfold, there's a lot to inspire her poems.



Lowdown

The *Lowdown* column, written by an industry or policy expert is our ag reader's go-to source for timely news that impacts their ag business. The Lowdown also informs our general readers about the myriad rules, regulations and issues that farmers and ranchers face every day.

Ag producers, consumers, industry advocates & ag partners

Covering over 100 million acres with over 400 points of distribution across the West. In telling the ag story, we strive to open doors and answer leading questions in today's consumer based market. The message to our audience is strong and clear, today's farmers and ranchers are real people, producing real food for a real world.

240,000 readers...



...and the list goes on.

The CATTLE Mag print edition is read by 128,000 cattle producers, supporters and cattle industry professionals per year. The AG Mag is read by 112,000 farmers, growers, supporters and ag industry professionals per year. For a combined and delivered annual print readership of 240,000 engaged, loyal readers.

Distribution Locations

CALIFORNIA

Alturas/ Cedarville

Alturas Chamber of Commerce
Antonio's
Auction Yard
Bear Paw Coffee
Best Western Motel
BLM - Alturas, Cedarville
Bottle Shop
Chimney Rock Travel Center
Country Hearth
Desert Rose Casino
Floating Island Bookstore
Forest Service - Alturas, Cedarville
Four Corners
Four Seasons
Good Things
Holiday Market
Horst Farm Supply
Hotel Niles
Les Schwab
Modoc District Fair
Modoc Insurance
Modoc Medical Center
Modoc Motor parts
Modoc Steel
Modoc Vet
Napa Motor parts
NRCS
Pacific Crest Credit Union
Plumas Bank
Rabbit Traxx
Rite Aid
Sage Country Recycling
Subway
Super 8 Motel
Surprise Cafe
Surprise Valley Vet Clinic
Surprise Valley Realty
The Station
US Bank
Wagon Wheel
Warner Mt. Weavers
Wild Mustard
Whale's
Wholesome Goodness Store
Woody's
York Ranches

Burney

Health Food Store
Hovis Hardware
Les Schwab
Pit River Casino
Pit River Mini Mart
Superior Steel
Sporting Goods Store

Chico/ Paradise

All About Pets Vet Hospital
Bobcat of Chico
C Bar D Feeds
Golden State Farm Credit
Industrial Power Products
N & S Tractor
Skyway Feed & Pet Supply
Valley Truck & Tractor
Wilbur's Feed & Seed

Fall River Mills/ McArthur/ Big Valley

Ace Hardware
Adin Supply
Cabelas Property
Chamber of Commerce
Copp's Irrigation
Crumb's
Fall River Hotel
Fall River Vet Hospital
Juniper Junction
McArthur Fair
McArthur Farm Supply
McGarr's
Oney Frosty
Plumas Bank
Red Barn
Valley Rental and Materials

Nevada County

Auburn RCD
Echo Valley Ranch Feed Store
Pearson's Feed Store
Placer County Farm Supply
Placer County Farm Bureau
Placerville RCD
Sierra Saddlery & Mercantile
The Hay Barn
The Farm Store
Tractor Supply

Quincy

Feather River College
Morning Thunder Cafe
Pet Country Feed & Tack
Ropers

Red Bluff

Hawes Ranch & Farm Supply
Crossroads Feed & Ranch Supply
Dave's Tractor, Inc.

Redding

Anderson Farm & Yard
Another Chance Animal Rescue
Beeler Tractor
Bob's Market
Brinks Vet Clinic
California Visitor Center
Centerville Feed & General Store
Dr. Phil Sargent - Veterinary
Frontier Feed & Saddlery

Happy Valley Feed Store
Hawes Ranch & Farm Supply
Holiday Market - Anderson
Holiday Market - Bella Vista
Les Schwab - Anderson
Les Schwab - Redding
Palo Cedro Feed Store
Precision Auto Lube
Reynolds Ranch & Farm Supply
Sham-poodle
Shasta Farm & Equipment
Shasta Feed Store
Tractor Supply

Sacramento Area

Cool Feed & Ranch
Elverta Feed Pet & Tack
River Valley Feed & Pet

Sierra Valley

Crossroads Feed
Evergreen Market
Lupines
Young's Market

Siskiyou County

Ag Extension Office
Bel Campo Farms
Big Springs Store
Cinders Cafe
Courtwright's Store
Etna General Store
Etna Hardware
Farm Service Agency
Fuel Good
Jim Wilson Ford
Lane's Market
Mt Hebron Store
Ray's Market
Shasta Meat
Siskiyou Farm Bureau
Siskiyou Cattlemen
Siskiyou Cattlewomen
Siskiyou Farm Advisor
Slice of Heaven Deli
Siskiyou County Fair
Tractor Supply

Susanville/ Doyle

Heard Store
Doyle Real Estate
Doyle Store
Jenkins Realty
Lassen High School
Lassen Community College
Plumas Bank
Valley Truck & Tractor
Winje's Emporium

Yuba City/ Marysville/ Oroville/ Willows

Beeler Tractor
Bianchi Ranch
Bradley Ray's Feed Store
Farmer Brown's Feed
Grange Co-op
Holt of California
Lane's Tractor Sales
Lizzy's Hay, Feed & Tack
N & S Tractor Co.
Superior Livestock & Supply
Sutter Orchard Supply
Tractor Supply
Whitehorse Ranch & Feed
Valley Tractor, Inc.
Valley Truck & Tractor

IDAHO-EXPANDING

Watch for Updates

Cambridge

Farmer's Supply Co-op
Cambridge Lumber
Awesome Burger
The World Market

Council

Adding locations

Grandview

Agri-Lines

Midvale

Country Cabin Cafe

Mountain Home

Agri-Lines

Nampa

Agri-Lines

Parma

Agri-Lines
Valleywide Co-op
Cappuccino Cowgirl
M&W Grocery Store
Western Laboratories, Inc.

Weiser

Agri-Lines
Farm Commercial Irrigation, Inc.
Farmers Supply Cooperative

NEVADA

Elko

C-A-L Ranch Stores
Capriolas
Inter-Mountain Farmers Assoc.
Stockman's Casino
The Star

Ely

Fallon

Big R
Camacho Auto Sales

Cheri's Farm & Feed
Frontier Liquor & Sporting Goods
Pinenut Livestock Supply
Ott's Farm Equipment
Renner Equipment

Fernley

Big R
Fernley Hay & Grain

Carson City/ Gardnerville

Benson's Feed
C-A-L Ranch Stores
Eastern Sierra Feed
Kiote Tractor
Laxague
Pinenut Livestock Supply
Tractor Supply

Reno/ Sparks

D Bar M
Feed World
Green's Feed
Rancher's Feed & Supply
Sierra Feed
Tractor Supply

Wells

Winnemucca

Big R
Desert Trails Veterinary

OREGON

Albany

Coastal Farm

Arlington

Arlington Hardware

Baker City

Baker City Auto & Ranch
D & B Supply
Northwest Farm Credit
Oregon Trail Livestock Supply
Pacific Intermountain Mortgage Company
Robbin's Equipment
Tri-County Equipment

Bend

Wilco Farm Store
High Desert Ranch & Home
Oregon Feed & Irrigation

Boardman

Sage Center

Brownsville

J & S Supply

Burns/Hines

ACW Rental & Stock Supply
Big R
Burns Feed & Farm Supply
Clearwater Pump & Irrigation
Camp Equipment
Harney County Vet Clinic
Hines Market - Sinclair Gas Station
Malheur Machinery
Robbin's Equipment

Buchanan

Oard's Gallery - Cultural Gifts Store

Canyonville

Roger's Feed Store

Condon

Open Country Farm & Feed

Cornelius

Coastal Farm

Corvallis

Wilco

Creswell

Cascade Home Center
Tractor Supply Co.
Wagonwheel Feed & Grain

Dallas

Ag West Supply

Deschutes

Oregon Feed & Farm

Dufur

Dufur Hardware
Kramer's Market

Eugene/Springfield

Coastal Farm & Ranch
Wilco

Gresham

Burns Feed Store Coastal Farm

Grants Pass

Farmer's Building & Feed Supply
Grange Coop
Cowboy Corral
South 40 Farm Store
Josephine County Fairgrounds
Cartwrights Market

Harrisburg

Ag West Supply

Hermiston

Eastern Oregon Mobile Slaughter
Northwest Farm Supply
Ranch & Home
RDO Equipment
River Tech Irrigation
SS Equipment

Hillsboro

Coastal

John Day/Canyon City

Gibco

Junction City

Junction City Farm & Garden

Juntura

The Oasis

Klamath Basin & Area

Bonanza Big Springs Market
Bonanza General Store
Bullet Rentals
Captain Jack's Stronghold
Clyde's Fairway Market
Coastal Farm & Ranch
Crater Lake Junction Travel Center
Grater Lake Realty
D & D Seed
Diamond S Meats
Family Food Center
Fisher Nicholson Realty-Klamath Falls & Bonanza
Frontier Trailer Sales
Grange Co-op
Hitching Post
Jock's Market
Keno River Gas
Keno Store
Keno Tractors
Kirchers Do It Best Hardware
Klamath Basin Equipment
Klamath Community College
Klamath Auction Yard
Kia Mo Ya Casino - Chiloquin
Klamath County Fairgrounds
Klamath Visitor Center
Les Schwab - Klamath
Les Schwab - Tulelake
Mac's Store
Malin Farmers' Market
Merrill Grocery
Merrill Chevron
Northwest Farm Credit
Odessa Market
Pape Machinery - Merrill
Papa Tany's - Malin
Palomino Deli & Mini Mart
Ray's Market
Richland Feed & Seed
Shasta View Veterinary Clinic
Squaw Flats Store - Sprague River
Sunny D Manufacturing
Tater Patch - Merrill
Tulelake/ Butte Valley Fairgrounds
Westside Grocery
Whistler's Store - Sprague River
Winema Electric

La Grande/ Island City

D&B Supply
Gregory Blackman Insurance Agency
Robbin's Equipment
Romans Irrigation
SS Equipment
Tri-County Equipment

Lakeview

Evans & Bartlett CPA
Five Corners Feed
Hall Motors
Klamath Basin Equipment
Lakeview Animal Hospital
Lakeview Chamber of Commerce
Lake District Hospital
Lakeview Lockers
Les Schwab
Niche Boutique
Shasta View Genetics
True Value
Washington Mutual

La Pine

Weavers High Lakes Feed

Lebanon

Santiam Feed & Garden

Madras

Ag West Supply
Central Oregon Livestock Supply
Jefferson County Fairgrounds Office
Pape Machinery

McMinnville

Pape Machinery

Ontario

D & B Supply
Camp Equipment
Farmers Supply Coop
Northwest Farm Credit
Ontario Auto & Ranch

Pendleton

D & B Supply
Hamley's Western Store
Northwest Farm Credit
Pendleton Round-Up
Pendleton Woolen Mills
RDO Equipment
Rod Retherford Saddlery & Cowboy Art
Stapleman Custom Boot Shop

Pleasant Hill

Pleasant Hill Feed & Farm

Prineville

Bowman Museum
Fair Feed & Supply
Makers- Rick Steber & Company
Ochocho Feed & Farm Supply
Wilco
WW Western Wear

Redmond

Coastal Farm & Ranch
Central Oregon Ranch Supply
Deschutes County Fairgrounds Office

Klamath Basin Equipment
Northwest Farm Credit
Oregon Feed & Irrigation
Quarry Avenue Hay & Feed
Wilco

Rickreall

Rickreall Farm Supply
Ag West Supply

Rogue Valley & Area

Bullet Rentals
Cartwrights Market - Medford, Grants Pass
Central Equipment
Coastal Farm & Ranch
Grange Co-op - All locations
In and Out Ag Services
Ledger David Cellars Tasting Room
Klamath Basin Equipment
Northwest Farm Credit
Pape Equipment
Rainey's Corner
Rogue Creamery
Rogue Farm Equipment
The Horse Blanket

Roseburg

Coastal Farm
Douglas County Farmers Co-op
Pape Machinery
Umpqua Tractor

Scappoose

Elaine's Feed & Tack

Salem

Double H Western Wear Ranch & Feed Store
Pape Machinery

Sisters

Broken Top Veterinary Clinic
Sisters Feed & Supply

St. Paul

Marion Ag

Sutherlin

Central Feed

Sweet Home

Santiam Feed & Garden

The Dalles

Auction Sales Company
Coastal Farm

Vale

Bentz Insurance Inc.
Farmers Supply Coop
NAPA Auto Parts
Romans Irrigation

Walla Walla County

Cheyenne Cafe
Cloud 9 Bakery
Main Street Feed & Supply
Ram Auto & True Value Hardware
Safeway
Thompson's Auto Supply
Walla Walla County Grain Growers
Walla Walla County Hospital
Walla Walla County Veterans Services

Wasco

Mid Columbia Producers

Woodburn

Ag West Supply
Coastal Farm

WASHINGTON

Watch for Updates

Bickleton

Bickleton Cafe

Tri-Cities

Ag West International
Basin Feed & Supply
Bleyl Co-op
Columbia River Trading Co.
HAPO

Ranch & Home- Kennewick, Pasco

Vancouver

Country Financial-Ed Hamilton

AUCTION YARDS

California

Shasta Livestock Auction Yard
Modoc/ Alturas Auction Yard
Orland Livestock
Petaluma Livestock Auction
Tulare County Stockyard Inc.
Cattlemen's Livestock Market
Farmer's Livestock Market
Turlock Livestock Auction Yard
Escalon Livestock Market
Roseville Livestock Auction

Idaho

Treasure Valley Livestock Auction
Producers-Jerome

Nevada

Fallon Livestock
Nevada Livestock Marketing LLC.

Oregon

Central Oregon Livestock
Northwest Livestock Auction
Intermountain Livestock
Producers Livestock
Klamath Livestock Auction
Eugene Livestock Auction Inc.
Lebanon Auction Yard
Woodburn Livestock Exchange

Washington

Toppenish Livestock Commission

THE CATTLE MAG

THE AG MAG

We are the only free, quarterly, four-color, glossy publications devoted exclusively to agriculture in our vast region; northern California, Oregon, northern Nevada, western Idaho and southern Washington. Distributed to over 400 locations.

ADVERTISING RATES, SIZES & SPECIFICATIONS

Per Issue Year	1 issue	4 issues*	8 issues**
Full page w/bleed*** 8.375"W x 10.875"H	\$ 1,645	\$ 1,480/issue	\$ 1,406/issue
Full page no bleed 7.675" W x 9.875" H	\$ 1,645	\$ 1,480/issue	\$ 1,406/issue
Half page (horiz.) 7.675" W x 4.9" H	\$ 875	\$ 787/issue	\$ 747/issue
Half page (vert.) 3.7" W x 9.875" H	\$ 875	\$ 787/issue	\$ 747/issue
Quarter page 3.7" W x 4.9" H	\$ 544	\$ 488/issue	\$ 464/issue
Double Directory 2.5" W x 4.125" H	\$ 303	\$ 275/issue	\$ 261/issue
DIRECTORY 2.5" W x 2" H	\$ 193	\$ 165/issue	\$ 156/issue

NEW this Year—All ads 1/4 page or larger receive a live link to their website in our online flipbook

*Yearly contract in one magazine, 4 issues - 10% discount

**Yearly contract in two magazines, 8 issues - 15% discount

*** actual page size, please add a .125 bleed around page

NOTE: Preferred positions: Add 10% for premium placement

Inserts available, inquire on availability and pricing

The AG Mag deadlines+

Published in April, July, October, January

Closing date for space reservations - Mar. 27, Jun. 27, Sept. 27, Dec. 27

Ad materials due - April 1, July 1, October 1, January 1

The CATTLE Mag deadlines+

Published in March 1, June 1, September 1, December 1

Closing date for space reservations - Feb. 18, May 18, Aug. 18, Nov. 18

Ad materials due - February 21, May 21, August 21, November 21

*Some deadlines may be adjusted slightly to fit current events, holidays and schedules.



To reserve your space for the next issue call or e-mail your area sales rep.

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Advertising Order Form

Name: _____ Business Name: _____

Invoicing Address: _____

Phone: _____ Email: _____

Ad Representative: _____ Ad Rep Phone: _____

The AG Mag ☐ The CATTLE Mag ☐ Ad Rate: \$ _____ Number Of Times: _____

Ad size:

- ☐ Full Page*: 7.675"W x 9.875"H, W/Bleed 8.375"W x 10.875H
- ☐ 1/2 page: Vertical: 3.7"W x 9.875"H, Horizontal: 7.675"W x 4.9"H
- ☐ 1/4 page: 4.9"H x 3.7"W
- ☐ Double Directory: 2.5"W x 4.125"H
- ☐ Directory: 2.5"W x 2"H

*Preferred positions: Add 10%

Signature: _____ Date: _____

Notes: _____

ADVERTISING AGREEMENT INFORMATION

1. Payment for advertisements is due upon advertiser's approval of ad design and copy.
2. Space orders are due on or before closing date and may not be canceled by the advertiser after that date.
3. On consideration of the acceptance of the advertisement the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.
4. The Publisher's office reserves the right to reject any advertising for any reason at any time even though a reservation has been previously acknowledged and even though a product or account has been directly solicited by a representative. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.
5. All advertisements are accepted and published by the Publisher upon the representation that the advertiser is authorized to publish the entire contents and subject matter thereof.
6. In the event of a printing error, the Publisher's liability is limited to a makegood of the advertisement. Publisher is not responsible for errors in key numbers.
7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions, that conflict with the Publisher's policies will be binding on the Publisher.
8. Insertion orders with disclaimers will not be accepted.
9. Rates and units of space subject to change by the Publisher.
10. Advertiser may adjust ad size per issue at the contracted rate if a contract is in effect.

Cancellations:

11. No cancellations will be accepted after the closing date. Contract cancellations prior to the closing date will be charged 25% of the contract rate. If new copy is not received by the deadline, copy from the previous issues will be repeated. Failure to provide written cancellation by the deadline will result in the advertiser being invoiced for the full cost of the insertion. If an advertiser cancels a yearly contract the discount (difference between the rate card rate and frequency rate) will be billed to the advertiser. Orders for special placements cannot be rescinded.

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