



# 2020 MARKETING GUIDE



*Goat Journal* is published bimonthly by Countryside Publications, and is the only magazine devoted to all aspects of small-scale and backyard goat husbandry. *Goat Journal* reaches thousands of members and subscribers around the world with information about goat breeds, goat health and care, purchasing from breeders, housing construction, and more.

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# ABOUT US

What has become a trend for some is an ongoing lifestyle for others: goats provide meat and milk, perform duties, and enhance joy. Some people focus on the commercial side of raising goats, while others keep them as companions or for breed conservation, youth involvement and enrichment, and the benefits of involving goats in many aspects of rural life. Only goat owners truly understand the potential depth of love for these animals and the challenges involved. They comprise a global community united by dedication to “all things goat.”



## BACKYARD GOATS COMMUNITY

*Goat Journal* is a bimonthly magazine and online community designed to help you market your business to goat enthusiasts nationwide.

### PRINT

SCHEDULE  
Bimonthly

AVERAGE MONTHLY CIRCULATION  
4,300

DISTRIBUTION MODEL  
Subscriptions/Newsstands

DISTRIBUTION COVERAGE  
National

YEAR ESTABLISHED  
2005

### DIGITAL



**420,000+ UNIQUE VISITORS**  
COME TO THE SITE MONTHLY  
VIEWING MORE THAN  
8.6 MILLION PAGES.

Backyard Goats provides niche audiences with **relevant educational content and resources** for people actively involved in goat lifestyles including **goat breeds, goat care, meat, feed, and health.**

**44%**

of goat owners spend up to \$5,000 annually on supplies.

**75%**

purchase supplies from a local supply store.

**88%**

of goat owners raise other livestock.

**25%**

are in their first year of goat ownership.



Goat Journal is published bimonthly by Countryside Publications, Ltd. and is available by subscription for a rate of \$29.97 (6 print and 6 bonus digital issues).

## Jan/Feb

Ad due: 11/21  
In Home: 12/26

Confinement Operations  
6 Tips To Building the Best Goat Fence  
Coats for Goats  
Small Goat Breeds  
Goat Skin Conditions

## March/April

Ad due: 1/23  
In Home: 2/27

SCI Goat Rescue  
Administering Goat Antibiotics  
Managing CL and CAE in Your Herd  
Spanish Breed Profile  
Goat Diarrhea

## May/June

Ad due: 3/19  
In Home: 4/23

Goats in the City  
ADGA Show Coverage  
Bottle Jaw in Goats  
Nubian Breed Profile  
DHA Goat Testing

## July/August

Ad due: 5/21  
In Home: 6/25

African Breeds/Meat Goats  
Cheesemaking  
Kalahari Red Breed Profile

## Sept/October

Ad due: 7/27  
In Home: 8/23

Redesigning dairy  
Valais Blackneck Breed Profile

## Nov/Dec

Ad due: 9/24  
In Home: 10/29

Domestication of Goats  
Cheesemaking  
Beetal Breed Profile

## IN EVERY ISSUE

### ASK THE EXPERT

Q & A from leading goat experts.

### NEW PRODUCT FEATURES

Highlights of upcoming products for goat owners.

### BREED SPOTLIGHT

In-depth features of various goat breeds.

### GOAT CARE

Veterinary, housing, feed, or guarding your livestock.

### GOAT NOTES

Convenient one-page quick reference sheets on important goat management topics.

### SECRET LIFE OF GOATS

Behind-the-scenes stories of goats making a big impact on personal lives.

### BREEDERS DIRECTORY/ CLASSIFIEDS

Ads from top breeders and companies.

### GOAT JOURNAL BOOKSTORE

The best books on goats and other homesteading topics.



# ADVERTISING

## FOUR COLOR ADS (FREE COLOR UPGRADE)

SIZES	DIMENSIONS (W x H)	PRICING	1X	3X	6X
<b>Spread</b>	17.5" x 11.375"		\$1,400	\$1,350	\$1,300
<b>Full Page</b>	8.75" x 11.375"		\$750	\$715	\$684
<b>2/3 Page</b>	4.625" x 10"		\$570	\$546	\$524
<b>1/2 Page</b>	7" x 4.875" H // 4.625" x 7" V		\$460	\$441	\$421
<b>1/3 Page</b>	4.625" x 4.875" H // 2.25" x 10" V		\$335	\$321	\$306
<b>1/6 Page</b>	4.625" x 2.5" H // 2.25" x 4.875" V		\$167	\$160	\$153
<b>1/12 Page</b>	2.25" x 2.5"		\$92	\$88	\$85

COVERS	DIMENSIONS (W X H)	PRICING	1X	3X	6X
<b>2nd Cover</b>	8.75" x 11.375"		\$1,289	\$1,224	\$1,159
<b>3rd Cover</b>	8.75" x 11.375"		\$1,254	\$1,191	\$1,129
<b>4th Cover</b>	8.75" x 11.375"		\$1,363	\$1,295	\$1,226

### CONTACT FOR AVAILABILITY.

Full color ads should be CMYK. Spot color will be converted to four-color process All ads must be 300 dpi or greater. All full page ads must include a .25 inch bleed. FREE ad design included in all prices.

All text and logos should be kept at least .25" from edge of trim size →

**FULL PAGE**  
8.75" x 11.375"  
8.25" x 10.875" trim  
7.75" x 10.375" live area

**2/3 PAGE**  
4.625" x 10"

**1/2 HORIZONTAL**  
7" x 4.875"  
**1/2 VERTICAL**  
4.625" x 7"

**1/3 HORIZONTAL**  
4.625" x 4.875"  
**1/3 VERTICAL**  
2.25" x 10"

**1/6 HORIZONTAL**  
4.625" x 2.5"  
**1/6 VERTICAL**  
2.25" x 4.875"

**1/12 PAGE**  
2.25" x 2.5"

## IMPORTANT AD DATES

2020 ISSUE	RESERVATION/AD COPY	IN-HOME DATE
JAN/FEB	11/21	12/26
MAR/APRIL	1/23	2/27
MAY/JUNE	3/19	4/23
JULY/AUG	5/21	6/25
SEPT/OCT	7/23	8/27
NOV/DEC	9/24	10/29



MULTI-MAGAZINE  
INSERTION DISCOUNTS AVAILABLE

### SPECIAL POSITION PER PAGE OR FRACTION THEREOF, 10% EXTRA.

- All prices are listed as NET.
- Package pricing to include subscription and other options are available.
- Customizing packages often results in discounts and custom options.





# ADVERTISING

## DIGITAL



- GOAT GAB NEWSLETTER SPONSORSHIP
- NATIVE ADVERTISING SPONSORSHIPS/CHANNELS
- ONLINE DISPLAY/WEB CHANNELS
- E-BLAST SPONSORSHIP
- SOCIAL, FREE GUIDES & MORE

Are you or your company looking for a unique opportunity to be in front of this niche audience? If the answer is YES, look no further. We've spent years creating this segment and it's time for you to capitalize to get more traffic, sell more and **BE the thought leader** in this trending interest.

In a world where there are literally thousands of advertising options it's hard to choose what might be the right fit. But what if we can get you directly in front of the right people, that are ready to purchase?

**Backyard Goats advertising options cuts out the waste, all goats people all of the time. No waste, BIGGER returns.**

## CLASSIFIED ADVERTISING

### TEXT ONLY

1x is \$1.00 a word.  
Any bold or capitalized words are an additional 25¢ a word.

No classified ad will be scheduled unless full payment is received prior to the closing date.



## CLASSIFIED DISPLAY

**Charged by the inch | 2.25" x 1" tall**

1x - \$40/inch  
3x - \$35/inch  
6x - \$30/inch

## SPECIALTY ITEMS

Specialty printing available upon request.  
Options might include but not limited to:

**POLYBAG • BIND-INS • TIP-INS • BELLY BAND • POSTERS**

## BREEDERS DIRECTORY

### TEXT ONLY

6 issues - \$40/year

**Standard listing includes:** Farm name, Contact Name, Address, City, State, Zip, Phone Number, Website, Email, and Breeds.

Any additional information is \$1/word.



## PRINT SPECIFICATIONS

- Printing Process  
Web Offset
- Covers  
80# Coated; Body: 36#
- Gloss Trim Size  
8.25" X 10.875"
- Live Area  
7.75" X 10.375"
- Bleed Size  
8.75" X 11.375"
- Binding  
Saddle Stitched
- Screens  
Covers, 133 Line;  
Inside, 100 Line

## GENERAL RATE POLICY

To establish a credit line, all display advertisers must prepay the first ad placed with us. Advertisers billed at the contract rate who fail to fulfill such contract will be short-rated. If ad is received too late for the current issue, ad will automatically be placed in the next issue unless specified.

## PUBLISHER'S NOTE

Publisher reserves the right to accept, cancel or reject any advertisement for any reason at any time.

## CANCELLATIONS/CHANGES

Cancellations or copy changes will not be accepted after closing date and must be received in writing or by FAX prior to closing date.

## BREEDERS DISPLAY

**Charged by the inch | 2.25" x 1" tall**

1x - \$40/inch  
3x - \$35/inch  
6x - \$30/inch

