



Media kit

A PUBLICATION BY THE AMERICAN RED POLL ASSOCIATION

RED POLL Beef-Journal

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REACHING **33 STATES** PLUS BRITISH COLUMBIA IN CANADA

ADVERTISING RATES

FULL PAGE - \$240

HALF PAGE - \$135

QUARTER PAGE - \$80

FOUR INCH - \$55

BUSINESS CARD - \$35

INSIDE FRONT COVER - \$300

BACK COVER - \$400

INSIDE BACK COVER - \$300

FILE SIZE

FULL PAGE - 8.5" X 11"

HALF PAGE - 8.5" X 5.5"

QUARTER PAGE - 4.25" X 5.5"

FOUR INCH - 3.5" X 4"

BUSINESS CARD - 3.5" X 2"

DEADLINES FOR SUBMISSIONS AND PAYMENTS

WINTER - NOVEMBER 15, 2024

SPRING - MARCH 15, 2025

FALL - JULY 15, 2025

ADVERTISEMENTS WILL
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CHANGES.

Welcome to American Red Polls

Pure beef cattle breeds exist and thrive only to the extent that they can produce profits for their owners, across many environments, many markets and changing times. Since the development of the commercial beef industry in the United States, many breeds have come and gone; been the "keystones" of the industry and then faded away into obscurity.

Long term profitability is rare in the US beef industry. Red Poll cattle have been profitable for their owners ever since first arriving in the United States in 1873.

For 151 years, Red Polls have been working and profiting on America's Family Farms.

About The Journal

The Red Poll Association's Beef Journal serves as a platform to highlight the unique qualities of Red Poll cattle and showcase breeders who are dedicated to preserving and enhancing this versatile, heritage breed. Featuring profiles on breeders and their cattle, the journal provides insights into best practices, herd success stories, and the genetic advantages of Red Poll cattle for both beef and milk production. This resource connects breeders, educates potential buyers, and promotes the Red Poll breed's value within the livestock industry.