

Midwest**MARKETER**

Midwest Marketer is a prominent regional agricultural publication that serves as a vital news source for farmers and ranchers in Northern Plains, sent as a supplement to qualified producers with Iowa Farmer Today and Farmer Today.

BENEFITS FOR ADVERTISERS

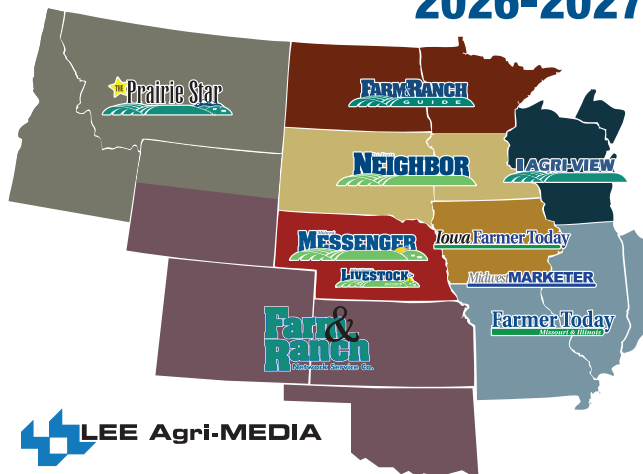
Niche Targeting: Advertisers can reach a highly specialized audience of producers. Through its parent network (Lee Agri-Media), it utilizes USDA-verified data to ensure ads reach specific demographics (e.g., cattle ranchers with 250+ head).

High Trust & Credibility: Because it has been a staple in rural mailboxes for decades, it carries a level of "legacy trust" that newer digital-only platforms often lack.

Multi-Channel Exposure: Offers a blend of traditional print ads, digital newsletters, and mobile app presence, ensuring brands are seen both in the field and at the kitchen table.

MEDIAKIT

PRINT & ONLINE MEDIA ADVERTISING
2026-2027



RATES & SIZES

Ask about our easy flat rate bundle packages!

Full Page Tab 9.889" x 10" (6x10") +40,000 impressions \$2,400	Jr. Tab Page Vertical 6.556" x 10" (4x10") +40,000 impressions \$1,800	Jr. Tab Page Horizontal 9.889" x 6.9" (6x6.9") +40,000 impressions \$1,800	Jr. Tab Page Small 6.556" x 8.5" (4x8.5") +40,000 impressions \$1,520	Half Tab Horizontal 9.889" x 4.9" (6x4.9") +40,000 impressions \$1,200
Half Tab Vertical 4.889" x 10" (3x10") +40,000 impressions \$1,200	Banner 9.889" x 3" (6x3") +20,000 impressions \$720	Quarter Tab 4.889" x 4.9" (3x4.9") +20,000 impressions \$600	Jr. Quarter Tab Vertical 3.222" x 4.9" (2x4.9") +10,000 impressions \$400	Jr. Quarter Tab Horizontal 4.889" x 3" (3x3") +10,000 impressions \$400
Eighth Tab 3.222" x 3.5" (2x3.5") +10,000 impressions \$280	Portrait Small 3.222" x 2.35" (2x2.35") \$160	Directory Ad Classified only 1.556" x 3" (1x3") \$120	Add Color to Any Ad for \$150 Run Multiple Times and Save! 4x-8x5% 26x-51x20% 9x-16x10% 52x.....25% 17x-25x15% 52x+2nd pub30%	

**digital ad impressions are fulfilled across the Lee Enterprise digital network targeting farmers/ranchers*

REACH YOUR TARGET AUDIENCE

Total Circulation = 21,819

Iowa = 10,287

Missouri = 5,464

Illinois = 3,039

other states = 3,029

Midwest Marketer publishes every Saturday.

AD DEADLINES

DISPLAY:

THURSDAY, 10 AM week prior to publication

CLASSIFIED & SEEDSTOCK:

MONDAY, 4 PM week of publication

LIVESTOCK AUCTION:

TUESDAY, 4 PM week of publication

*May 29, 2021 Issue.

OUR READERSHIP CAN'T BE OUTDONE

Midwest Marketer is direct mailed weekly to qualified Midwest cattle producers of record in Iowa, Illinois, Missouri and surrounding states in all segments of the beef industry:

**Commercial Cow Calf
Producers**

**Purebred Seedstock
Producers**

Beef Producers

Farmer Feeders

Commercial Feedlots

Stockers & Backgrounders

Livestock Auction Markets

Cattle Order Buys

**Purebred Cattle Sale
Managers**

**Sale Consultants / Marketing
Agents**

Herd Consultants

Breed Associations

University / Extension

