

Livestock Plus Inc.

8840 Deer Ridge Lane • Bloomington, MN 55438

Livestock Plus Inc. magazine is published 10 times per year and delivered from the heart of America. Printed content is nearly 100% advertising featuring cattle/livestock sales across the US. LPI's magazine and staff are renowned for bringing buyers to the sales and auctions advertised in each issue. It's the organization's involvement and presence coupled with quality printing that makes each issue of LPI influential and sought after.

We work hard to cover every facet of the livestock industry. Whether you're a purebred rancher, an enterprising young club calf exhibitor, a hog or sheep farmer, an equipment dealer, service provider, big or small business, Livestock Plus Inc. connects you to the most influential and active industry members with news, sales, and crucial directory information.

There is no better way to showcase your message than in Livestock Plus Inc. magazine. Not only are we the comprehensive problem solving answer holding magazine for the livestock industry, we're on the go and delivered right to our subscribers' homes FREE. Visiting hundreds of sales each year and all the major shows – National Western Stock Show, NE Classic, IA Beef Expo and State Fair, IL Beef Expo, OH Beef Expo, MN State Fair and Beef Expo – we've got you covered! Add that to the largest free subscription direct mail circulation in the industry, Livestock Plus Inc. is the fastest way to get noticed.

As a family owned and operated business, we'll take care of your marketing needs with pride. From sales to design, we are dedicated to providing you with the best customer service.

We've worked hard to build a brand that advertisers trust and readers count on. I'm proud to say there is no better example of our family's dedication to detail and service than Livestock Plus Inc. magazine. We look forward to earning your business and building a strong successful partnership.

Mike Sorensen
Managing Director, Sales

Sales Team



Mike Sorensen
c) 641 745 7949
mike@livestockplusinc.com



Heidi Sorensen
c) 661 900 6004
heidi@livestockplusinc.com



Randy Rasby
c) 308 539 6195
rrasasoc@gpcom.net



Cody Crum
c) 217 248 7282
codycrum@live.com



Full Page

Half Page
Horizontal

Half Page
Vertical

Quarter Page

Double
Business Card

Business Card

Digital Requirements and Delivery

Accepted Files:

- Adobe PDF (Press Quality)
 - High Resolution TIFF, 300 dpi or greater
 - Adobe Photoshop PSD Files
- *when designing ads, please be sure that black is true black, not a 4 color black

Delivery Methods:

- Email ads to linda@livestockplusinc.com

Advertising Specifications

Full Page - Live area: 7" x 10"

Bleed: 1/2"

Trim: 8" x 10.75"

Half Page Horizontal - Live area: 7" x 5"

Half Page Vertical - Live area: 3.417" x 10"

Quarter Page - Live Area: 3.417" x 5"

Double Business Card - Live Area: 3.417" x 4"

Business Card - Live Area: 3.417" x 2"

Four Page Fold Out - Live Area: 15 x 10.785

Email all ads to the design office:
linda@livestockplusinc.com

About Our Readers

Our magazine is mailed directly to 14,500+ readers with additional copies hand distributed by our sales reps attending sales & events. Other publications will boast/boost their readership numbers X 4.5 to include all members of the household. We like to keep it simple and honest. We deliver our magazine to decision-makers/purchasers. These folks share their magazine and enthusiasm with others adding 50-100 new subscribers each month.

- **Give us a call.**
- **Place an ad.**
- **Measure the results.**
- **You will be pleased!**