

ACREAGE **LIFE** Media Products presents

Chicken Whisperer

Featuring Andy Schneider

m a g a z i n e

Welcome to the premiere of *Chicken Whisperer Magazine*, presented by *AcreageLife*, featuring the industry's most trusted voice of poultry, world-renowned chicken enthusiast **Andy Schneider, aka The Chicken Whisperer.**



SPRING



SUMMER



FALL



WINTER

er[®]
zine



ACREAGE LIFE presents
Chicken Whisperer
magazine



Chicken Whisperer Magazine represents the poultry industry's most up to date and comprehensive educational guide to everything about chickens. Where **"Power to the Poultry"** is much more than a catchy tag line, *Chicken Whisperer Magazine* is a publication and multimedia asset dedicated to the passionate culture of chicken lovers everywhere.

From breeding and raising chickens to prospering from the poultry lifestyle, *Chicken Whisperer Magazine* features the most experienced and qualified team of poultry experts in the industry to inform, educate, and entertain you in the art of raising chickens. Never before has such an experienced editorial advisory board been assembled to provide this level of accurate and credible information in the poultry industry (see advisory board below). News on health and nutrition, disease prevention, breeding techniques, and product reviews fill each quarterly issue of *Chicken Whisperer Magazine*, providing you with the leading voice in advice and education about everything chickens.

Chicken Whisperer Magazine will be published quarterly throughout 2014, including **Spring, Summer, Fall,** and **Winter** special editions, each addressing the seasonal aspects of raising and managing chickens. *Chicken Whisperer Magazine* will be featured in both a higher end coffee table quality print and award winning digital formats to provide readers with cross-platform viewing choices.

From traditional print, to desktop and mobile viewing, *Chicken Whisperer Magazine* will provide the latest technologies in multimedia presentation to our readership audience by utilizing a host of audio and visual assets. Look for supporting podcasts, slide shows, and video assets to enhance the unique content of our quarterly print publication.

POWER to the POULTRY

Chicken Whisperer Multimedia Audience



Chicken Whisperer Magazine will be distributed to a combined readership audience of **220,000 + readers** and viewers each quarterly issue. By utilizing audience sharing strategies, *Chicken Whisperer Magazine* will provide readership formats utilizing **print, digital, web, social, and mobile options.**

As a valued charter advertiser, your multimedia investment includes far more than just buying a traditional page in the book. Your ad will appear and will be accessible through all of the multimedia formats outlined above. Rich media linking services will be provided to each advertiser, allowing digital readers to link directly to your companies website, thus driving qualified buyers to your site. *Chicken Whisperer Magazine* will also be distributed through the series of Chicken Whisperer's exclusive appearances at Tractor Supply retail locations throughout the Midwest and South-central U.S. Andy Scheneider will also promote *Chicken Whisperer Magazine* as part of his nationally syndicated talk radio show each week.



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EDITORIAL ADVISORY AND CONTRIBUTING TEAM



Andy Schneider, Editor and Chief, Host, Backyard Poultry with the Chicken Whisperer Podcast, Author, *The Chicken Whisperer's Guide to Keeping Chickens*, National Spokesperson, USDA-APHIS Biosecurity for Birds Program.



Dr. Casey Barton Behravesh, MS, DVM, DrPH, DACVPM is a Commander in the U.S. Public Health Service. Since joining CDC in 2006, Dr. Barton Behravesh has focused her efforts on investigating outbreaks of human illnesses caused *Salmonella* and *Escherichia coli* O157:H7 due to foodborne, waterborne, and animal contact.



Peter Brown, aka The Chicken Doctor, has been caring for chickens for over 50 years and holds an AAS in poultry science. Peter is a regular on *The Chicken Whisperer* radio show and founder of First State Veterinary Supply.



Dr. Maurice Pitesky is a faculty member at University of California Cooperative Extension (UCCE) with an appointment in poultry health and food safety epidemiology. Pitesky earned his BS in biology from UCLA and his DVM and MPVM from UC Davis. Pitesky is also boarded in preventative veterinary medicine (DACVPM).



Dr. Brigid McCrea, PhD, serves as Associate Professor and Poultry Specialist at Delaware State University. She currently specializes in small flocks, niche market poultry products, and both pre- and post-harvest food safety.



Jen Schneider, EdS, taught elementary education for nine years. She has a Masters Degree and Specialist Degree in Curriculum Design. In 2007, she was voted Teacher of the Year by her colleagues. Jen will be writing "Poultry Kid's Corner" for *Chicken Whisperer Magazine*.

*The industry's most
trusted voice of poultry,
world renowned
chicken enthusiast
Andy Schneider, aka
The Chicken Whisperer.*



2017 EDITORIAL CALENDAR PUBLISHING DATES

SPRING EDITION

Close: February 19
File Transfer: February 24
Mail Date: February 26
Newsletter Blast: February 27

Mail Order Chicks: Things to Know and Ask
NPPI: A False Security or The Golden Rule?
Salmonella: Should I be Concerned or Not?
Vaccinations: Yes or No?
Predator Prevention is YOUR Responsibility
Fact or Chicken Poop

SUMMER EDITION

Close: May 18th
File Transfer: May 23
Mail Date: May 25
Newsletter Blast: May 28

Keeping Water Cool
Eating Less and Drinking More
Water Misters: The Good, Bad, and Ugly
Are Coop Doors Worth the Money?
Rules About Selling Eggs
Fact or Chicken Poop

FALL EDITION

Close: August 17
File Transfer: August 22
Mail Date: August 24
Newsletter Blast: August 27

Here Come the Eggs: Spring Chicks Start Laying
Common Egg Deformities
Egg Bound: Causes and Cures
All About the Egg
Safe Egg Handling
Fact or Chicken Poop

WINTER EDITION

Close: November 22
File Transfer: November 24
Mail Date: November 27
Newsletter Blast: November 26

Winter Comes and Eggs Go
How Winter Effects Free Range Flocks
Is Insulation a Bad Word?
Order Rare Breeds Now
Cold Hardy Breeds
Fact or Chicken Poop



ADVERTISING SPECIFICATIONS & RATES

- **Preferred Files:** High Resolution PDF, 300 dpi, CMYK
- **Other Files Accepted:** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, JPEG and EPS files. All supporting files and fonts must be included when sending files. We do not accept Microsoft Publisher files.
- **Images:** Color images intended for process printing should be saved as CMYK 300 dpi. Black and white images should be saved as Grayscale 300 dpi. Have your graphic elements originally scanned at 240-300 dpi and save them as a JPEG of the highest or maximum quality when processing to send.
- **Fonts:** All fonts used in an EPS file must be converted to outlines. In the event the desired font is not available, a different font should be chosen.
- **Submitting Materials by Email:** Ads can be emailed no larger than 10mb file size.
- **Submitting Materials by FTP site:**
Username and password available upon request.
- **Dimensions:** The sizes given show the exact dimensions to run in the area reserved for the advertisement. Please do not exceed the live area size to ensure no ad copy from being cropped off. The trim size is given to help position the advertisement and any graphics that are meant to bleed off the page.
- **Full Page Trim Size:** 8" w × 10.875" h
- **Full Page Live Area:** 7.25" w × 10.000" h
- **Full Page Bleed Size:** 8.25" w × 11.250" h

Priority Page Positioning

	1x	2x	4x
Inside Front Cover 2	\$1495	\$1345	\$1195
Inside Back Cover 3.	\$1395	\$1245	\$1095
Back Cover 4	\$1595	\$1445	\$1295

Display Advertising

Full Page	\$1295	\$1145	\$995
Half Page	\$795	\$645	\$545
One Third Page	\$695	\$545	\$495
Quarter Page	\$495	\$345	\$295
One Eighth Page	\$395	\$245	\$195
Classified Ad	\$50	\$40	\$30
Embedded Video	\$50	\$40	\$30

Full Page 4 x 10

8" × 10.875" Trim
Live Area in .25" from Trim
8.25" × 11.25" Bleed

1/6 Pg. Vertical

2.15" ×
4.833"

1/3 Pg. Vertical

2.15" × 9.8"

1/3 Pg. Square

4.52" × 4.833"

1/2 Pg. Horizontal 4x5

7" × 4.833"

1/6 Pg. Hor

1" × 7"

2x3

3.416" × 2.833"

2x2

3.416" × 1.833"

1/2 Pg. Vertical 2x10

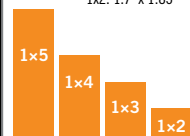
3.416"
× 9.833"

1/4 Pg. 2x5

3.416"
× 4.833"

Classified Ad Sizes

1x5: 1.7" × 4.83"
1x4: 1.7" × 3.83"
1x3: 1.7" × 2.83"
1x2: 1.7" × 1.83"



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 magazine

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