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*. 
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 then 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.
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 company’s 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.
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.

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. 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.

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.

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).

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

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<td>February 19</td>
<td>February 24</td>
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| Mail Order Chicks: Things to Know and Ask  
NPIP: 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** | May 18th     | May 23             | May 25        | 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** | August 17    | August 22          | August 24     | 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** | November 22  | November 24        | November 27   | 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 x 10.875” h
- **Full Page Live Area:** 7.25” w x 10.000” h
- **Full Page Bleed Size:** 8.25” w x 11.250” h

**Priority Page Positioning**

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**Display Advertising**

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