



EDITORIAL MISSION

Goat Journal is "your guide to all things goat," with over 100 years of experience publishing content for goat owners. We provide trustworthy information, written and vetted by experienced goat owners and veterinarians, to guide responsible and enjoyable animal husbandry. Whether readers keep goats for milk, meat, fiber, companionship, agritourism, hiking/packing, or conservation, they can find helpful and crucial information within our pages.

A UNIQUE AND POWERFUL MARKET

DISCOVER HIGHLY ENGAGED CUSTOMERS

Goat ownership continues to increase and *Goat Journal* reaches this lucrative rural market. We take your brand directly into the pastures and paddocks, barns and milking sheds, kitchens, gardens, backyards, and smartphones of rural America. Our rural readers are looking for products and services such as fencing and shelters, milking machines and dairy processing equipment, tractors and tillers, livestock wellness products, feeding options, high-quality goats, and more.

52% female / 48% male

Average age: 45

Average HHI: \$86.5ĸ

Average acres owned: 44

Average value of home: \$416,200

96% live in C & D counties

70% purchase supplies from local stores

97% of goat owners raise other livestock

92% take action from reading ads in Goat Journal

Source: 2024 custom study and Google analytics



REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

CONTENT THAT LEADS TO COMMERCE

Representing goat owners for more than a century, *Goat Journal* provides the information that goat owners need in order to purchase the right medications, equipment, shelters, and animals for their livestock goals. *Goat Journal* has always shared vital content with engaged communities — wherever they are. This means that focused content gets delivered to the right audience with the right medium to achieve your goals. This is your opportunity to connect with our vast community ... on the go, online, and wherever life takes them.

7.5K PRINT*

248_K

35.3K EMAIL

21.6K SOCIAL

Includes total circulation and pass-along audience.
Source: 2024 reader survey



MAKE REGULAR AND RELIABLE CONNECTIONS

REACH YOUR GOALS BY EXPLORING NEW AVENUES IN AN EVER-EVOLVING MEDIA LANDSCAPE

The *Goat Journal* audience is active, DIY-minded, and looking for animal-care products, equipment, and services that enable their passion. In addition to traditional print and digital advertising, connect 24/7 via social media platforms, video and webinar sponsorships, online events, and more! We also have in-house talent available to collaborate on projects that naturally complement and run alongside our exceptional content to seamlessly spotlight your message.

Digital, video, & social packages

Native solutions

Custom content

Contests

Sweepstakes

Virtual events

Podcasts

Featured products/gift guides

Dedicated emails

E-newsletters



2025 PRODUCTION SCHEDULE

	SPRING	SUMMER	FALL	WINTER
Ad close	1/15/25	4/16/25	7/16/25	10/24/25
Materials due	1/22/25	4/23/25	7/23/25	10/29/25
Sub copies ship	2/18/25	5/20/25	8/19/25	11/26/25

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goat JOURNAL

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