

# Open Rates

# 2026 Print Rates

Audience Geo	Audience Demo	Circulation	PG4C	Spread 4C	1/2 PG4C	1/3 PG4C	CV2	CV3	CV4
Full Circ	National	276,052	\$16,589	\$31,518	\$9,953	\$6,635	\$19,077	\$18,247	\$19,906
12 NC	National	183,938	\$13,509	\$25,668	\$8,781	\$5,404	N/A	N/A	N/A
South	National	77,918	\$8,285	\$15,741	\$5,385	\$3,314	N/A	N/A	N/A
CattleLink	National	123,633	\$10,163	\$19,309	\$6,606	\$4,065	N/A	N/A	N/A

## High Impact Print Open Rates

Audience Geo	Audience Demo	Circulation	Roll-fold (3 ads)	Barn door (4 ads)	False Cover (2 ads)	Supplied Insert	Printed Insert	Coverwrap (3 ads)
Full Circ	National	276,486	\$49,766	\$66,354	\$57,901	\$28,674	\$41,115	\$64,339
12 NC	National	183,938	\$40,528	\$54,037	\$44,932	\$23,282	\$31,539	\$50,452
South	National	77,918	\$24,855	\$33,140	\$26,603	\$14,441	\$18,355	\$29,954
CattleLink	1+ Beef	123,633	\$30,488	\$40,650	\$34,553	\$17,732	\$24,229	\$38,456



# 2026 Digital Rates

## DTNPF.com & MyDTN

Producer Demo	Run of Network Display Banner	Native Display	Roadblock	Full page Takeover	High Impact Carousel	High Impact Film Strip
Geographic Targeting Only	\$32	\$40	\$40	\$50	\$50	\$50

## E-blasts

Record Count	0-9,999	10,000 – 24,999	25,000 – 49,999	50,000 – 74,999	75,000 – 99,999	100,000+
Rate/CPM	\$1000 min	\$120	\$100	\$80	\$60	\$40



# 2026 Digital Rates



## 1st Party Data Programmatic

	Display Banner	Video	Native Display	Social Display	Social Video	Streaming Audio	YouTube	Connected TV
Standard Demo/Geo Targeting	\$30	\$51	\$33	\$32	\$38	\$43	\$45	\$85

Other 3P Data Sources	Programmatic Display Banner	Programmatic Pre-Roll Video	Programmatic Native Display	Programmatic Streaming Audio	Programmatic Connected TV
Custom and Specialty Audiences	+5	+7	+5	+7	+7

