

# Breed **TYPE**

DIGITAL SHEEP MAGAZINE

## THE DETAILS

Welcome to **BREED TYPE**, a new digital home for Hampshire sheep breeders, enthusiasts, and everyone who believes in the value of the Hampshire breed and bold promotion.

Created to elevate the Hampshire community, **BREED TYPE** is a fresh, modern online publication built exclusively for those who live and breathe the breed. With demand growing for a high-quality space to showcase breeding programs, highlight winners, and share breeder success, **BREED TYPE** was developed to fill that void and raise the bar.

Produced by ANDERSON CREATIVE + CONSULTING, this is your opportunity to promote your flock in front of a focused, engaged audience that values excellence, innovation, and the future of Hampshire sheep. Whether you're building your brand, marketing your stock, or expanding your reach, **BREED TYPE** is designed to help you stand out!

In full disclosure, **BREED TYPE** is by no means to be viewed as a replacement of the **HAMPSHIRE HEARTBEAT** or serve as a source of divisiveness or competition toward the AHSA. The goal of **BREED TYPE** is to serve as a place for breeders to advertise their flocks and breeding programs.

## ADVERTISING RATES

Full Page: \$350 (Designed by ACC) or \$300 if sent to ACC publication ready. (8.5 x 11)

1/2 Page: \$275 (Designed by ACC) or \$250 if sent to ACC publication ready. (8.5 x 5.5)

Two Page Spread: \$650 (Designed by ACC) or \$600 if sent to ACC publication ready.

## TIMELINE

The proposed publish date for this inaugural issue of **Breed Type** is **Tuesday, January 20, 2026**.

Advertising material due: **Tuesday, January 6, 2026**

Future issues to be published:

-**April 1, 2026** - The Sale Season issue

-**October 10, 2026** - The Show Season Wrap-Up & Louisville Preview issue

## HOW TO GET INVOLVED

Contact Skip to learn more or to reserve your spot in this inaugural issue of **BREED TYPE**.

**Anderson Creative + Consulting / Steven "Skip" Anderson**  
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