

# Barbecue News Magazine

# Media Kit 2025

Barbecue News Magazine celebrates 35 years as the super highway for information of all things barbecue and grilling.



**Ardie A. Davis**- aka Remus Powers- BBQ Hall Of Famer

2016 Barbecue Hall of Fame inductee, loves to smoke, grill, eat and judge barbecue everywhere. He writes books and articles about barbecue people, places and all aspects of the art, science and sport of barbecue.



**Meathead**- Best Selling Author/BBQ Hall of Famer Meathead is the barbecue whisperer who founded AmazingRibs.com, by far the world's most popular outdoor cooking website.



He is the author of "Meathead, The Science of Great Barbecue and Grilling," a New York Times Best Seller that was also named one of the "100 Best Cookbooks of All Time" by Southern Living magazine. This article was excerpted and modified from his book and website.

**Rylee Wright**- Steak Princess BBQ A competitor in the Steak Cookoff Association and the backyard division in KCBS where I have placed in the top 10 in many of these competitions.

First female to win two Steak Cookoff events in the same day.



**Michelle O'Guin**- Ain't it the Life Michelle O'Guin, 2024 World Food Championships Live Fire Champion with 17+ years in food sport. Alongside her husband, Brandon, she has built a successful career in culinary competition and catering.



**Christy Jones**- BBQ & Grilling Grand Champion Christy Jones is a multi-time grand champion steak and

ancillary competitor on the Steak Cookoff Association circuit. She also works hard behind the scenes promoting and socializing Big D's Q sauces and rubs.



**Kirk Malzer**- Bar B Que Specialties, Inc. Kirk Malzer, co-owner and CEO of Fat Boy Natural BBQ, offers an award-winning line of gourmet barbecue rubs and sauces that are low-calorie, all-natural, and gluten-free. Passionate about flavor and quality, Kirk creates products for health-conscious barbecue lovers without compromising taste.



**Eric Hodson**- Boars Night Out BBQ Eric Hodson, World Champion and 2x Rhinestone Steak Cowboy Winner, leads Boars Night Out Championship BBQ Team & Catering, delivering award-winning barbecue nationwide.

**Ray Sheehan**- Published Author/ Barbecue Chef Chef Ray Sheehan is the owner of Ray's Roadside Kitchen, 2x cookbook author, Winner Sauce King NYC, and NBBQA's BBQ Book of the Year.



Proud to be the Official Publication of the following BBQ and Grilling Organizations!



**Kell Phelps**- Publisher **Janet Phelps**- Office Manager

Phelps got his start in the barbecue world as a teenager watching and learning from his Joe Phelps, and cook team leader, Dr. "Doc" Donald Gillis. In 2002, Kell, who had always worked behind the scenes with the magazine, took a leap of faith and bought in and became the new publisher. Kell is married to Janet Phelps and they work side by side to ensure everyone is getting their constant fill of barbecue.

# OUR STORY

Current owner/publisher, Kell Phelps, has been involved with the publication since it started as he was responsible for printing and mailing each issue. He bought the publication in 2003 and currently runs it with his wife Janet Phelps.



**Donald "Doc" Gillis and Joe Phelps** started Barbecue News in 1990.

Once upon a time, there were two good fishing buddies, Joe Phelps and Donald "Doc" Gillis, who also enjoyed cooking barbecue. Together their families partnered up and started The Smoke House BBQ competition team that won several Grand Championships and finished in the top 10 at Memphis in May during the late 80's. It became evident that more information was needed to quench their thirst for this barbecue bug they had caught and in 1990 the duo gave birth to a monthly tabloid called National Barbecue News that has now transitioned into Barbecue News Magazine.

# PRINT OPPORTUNITIES

ALL PRINT EDITION ADS NOW CARRY OVER TO OUR DIGITAL FLIPPING MAGAZINE PAGES...  
WITH A DIRECT LINK OF YOUR CHOICE!

## Hard Cover/Slick Stock Positions

Front Box..... **\$300** *currently under contract*  
 Inside Front Cover..... **\$1200** *currently under contract*  
 Inside Back Cover..... **\$1200** *bleed off available*  
 Back Cover..... **\$1500** *bleed off available*  
 4 Pg. Center Insert.... **\$5500** *(includes bleed & digital videos)*

## Open Rates

2 Page Spread..... **\$2000**  
 Full Page..... **\$1150**  
 1/2 Page..... **\$730**  
 1/4 Page..... **\$475**  
 1/8 Page..... **\$300**  
 Classified..... **\$75**

## Contract Rates

2 Page Spread..... **\$1750**  
 Full Page..... **\$950**  
 1/2 Page..... **\$625**  
 1/4 Page..... **\$410**  
 1/8 Page..... **\$275**  
 Classified..... **\$65**

\*All Contract Rates consist of 3 (or more) month run.

## Magazine Mechanical Measurements

2 PAGE SPREAD	FULL PAGE	1/2 PAGE
15.50"W x 10"H	7.50"W x 10"H	7.50"W x 4.85"H
1/4 PAGE	1/8 PAGE	CLASSIFIED
3.675"W x 4.85"H	3.675"W x 2.425"H	3.675"W x 1.75"H
OR		
5.6"W x 3.275"H		

## Best of the Best Restaurant Guide

1.75" X 1.75"..... **\$600/yr.**  
 Annual or semi-annual available  
 Only Available To Approved Places  
 (call/email for details)

## Product Reviews

Formatted for both print and digital versions of magazine **\$500**

## BBQ Marketplace

1.75" X 1.75"  
**\$150/yr...** (Website ONLY)  
**\$450/yr.** (Print/Digital & Website)  
*Ads run for 12 months*

## Testimonials from the world of BBQ.

In The World of Barbecue there are many Pitmaster Legends like Tuffy Stone, Melissa Cookson, Johnny Trigg, Mike Mills, Brooke and Brad Orison, Big Moe Cason, Dr. BBQ and of course Myron Mixon. BUT when it comes to Barbecue News there is no doubt that Kell Phelps and The Barbecue News is our own Walter



Kronkite to The World of Barbecue News! Kell Phelps is like our own Billy Graham of "The Good Barbecue News" traveling the country and spreading the love of all things barbecue.

**"Famous Dave" Anderson**  
*America's Rib King, Famous Dave's of America, Inc, Jimmie's Old Southern BBQ Smokehouse*

The Barbecue News is your gateway to BBQ Success! As the co-owner of The Shed BBQ & Blues Joint I find that two of the most important keys to our success is our Networking and Marketing. These go hand and hand, yet serve different purposes in our everyday business.



**Brooke O. Lewis**  
*The Shed Barbeque, The Shed BBQ "Junk Free" Products*

Much More Than  
 Just "The Original  
 BBQ Magazine"



The Barbecue News is filled from cover to cover with recipes and wonderful articles, Barbecue News appeals to all levels in the BBQ industry; BBQ the Backyard, BBQ the Business and BBQ the Sport.

**Linda Orrison**  
*NBBQA Past President, National Barbecue & Grilling Association*

**Deadlines: Print:** The 15th of the prior month (ex... April issue deadline will be March 15th) **Digital:** 5 days before

**Combination Rates:** Packages available for combination of all offerings. Call or Email for details.

**Terms:** All accounts payable by credit/debit card or check prior to publication deadline.

Contact [info@barbecuenews.com](mailto:info@barbecuenews.com) or 800-385-0002 for inquires

# DIGITAL OPPORTUNITIES

ALL PRINT EDITION ADS NOW CARRY OVER TO OUR DIGITAL FLIPPING MAGAZINE PAGES...  
WITH A DIRECT LINK OF YOUR CHOICE!

## Reach The Heart of the BBQ World...in the format you choose!

*Our goal is to introduce new people to the BBQ and grilling lifestyle while keeping our subscribers and followers informed about every aspect of the barbecue and grilling world. We meet this goal by offering an array of printed and digital products that let advertisers connect directly to our followers.*

### Social Media Marketing

### Social Media Stats

*Come and Get Social With Us!*

As of 12.11.2024



**Facebook:**

@barbecuenews

Yearly Reach: 430,000

Followers: 17,222



**Instagram:**

@BBQNewsMagazine

Followers: 3,053



**Twitter:**

@BBQNewsMagazine

Followers: 16,440



**Tik Tok (new in 2022):**

@BBQNewsMagazine

Followers: 1,065

Likes: 441

### Social Media Ad Boosts: Anytime

Place your ad directly on the pages of the biggest barbecue fans in the world by letting us place your ads through our Facebook and Instagram pages.

Social Media Blast.....\$50+budget

### BarbecueNews.com

### Unique Visits Per A Year

FOR THE PAST 12 MONTHS

# 108,053

Direct Link Box Ads: monthly

Home Page Take Over.....daily.....\$275

includes all three ads below for 24 hour period

Leader-Top.....468W x 60H px.....\$200

Portrait-Side.....120W x 400H px.....\$150

Ending-Bottom.....728W x 90H px.....\$100

*All ads rotate around to all pages include home page except for take over days. All take over ads will not be rotated and only posted on home page.*

### Direct E-mail Marketing

### Email Blast Stats

FOR THE PAST 12 MONTHS

# 13,285 / 89,389 / 43%

CONTACTS / OPENS / OPEN RATE

Our E-Blast updates are sent over **13,000** email subscribers twice per month and you can have your message delivered in the emails.

### E-Blast Link Ads:

Preview E-Blast:

sent on the release day of new issue..320W x 75H px..\$150

Mid Month E-Blast:

sent as an update and/or preview...320W x 75H px....\$150

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