

Render

The International Magazine of Rendering

2026 Advertising Rate Card

Circulation: 3,000 (print and digital subscribers) • Our circulation includes all members of the NARA (95% of North American renderers). Our mailing list reaches 68 countries, offering advertisers a global reaching media opportunity.

ADVERTISING RATES

Full Color Rates	1-2 Issues	3-5 Issues	6 Issues
Full page	\$3,010	\$2,800	\$2,670
2/3 page	\$2,560	\$2,405	\$2,305
1/2 page	\$2,405	\$2,275	\$2,185
1/3 page	\$1,965	\$1,880	\$1,820
1/4 page	\$1,835	\$1,760	\$1,720

*Rates are based on space used per ad in a 12-month period.

Classified Ad Rates

First 3 lines (minimum)	\$35
Additional lines up to 10	each \$10
Additional lines over 10	each \$9
Bold face lines	each extra \$10

Other Ad Rates

Black and white: Find the rate above and subtract \$1,230.

Preferred position: Add 15% to that rate (if position is available).

Inside front cover and inside back cover: \$3,740 for 1-2 issues; \$3,525 for 3-5 issues; \$3,380 for all 6.

Back cover: \$3,975 for 1-2 issues; \$3,735 for 3-5 issues; \$3,600 for all 6 issues.

*Render can provide design services for a fee. Contact the editor for rates.

DISCOUNTS

NARA members receive a 10% discount if paid within 30 days of the invoice date. Invoices are emailed when the print version is in the mail. A 15% discount of gross billing is allowed to advertising agencies of record on space, color and position if paid within 30 days of the invoice date. No discounts on classified advertising.



2026 EDITORIAL CALENDAR

Issue	Focus
February	Biofuels and Leadership
April	U.S. Market Report
June	NARA Supplier Directory
August	International Rendering Reports
October	Energy and Preconvention Info
December	NARA Convention Report

Bonus Distribution

Pacific Coast Renderers Assn. Convention
NARA Spring Business Meeting
NARA Central Region Convention

NARA Annual Convention/Fats and Protein Research Foundation Conference
International Processing and Production Expo

Render will also cover feed industry news, aquaculture, pet food and much more in 2026.

*Dates and editorial focus subject to change at publisher's discretion.

Render magazine is owned by the North American Renderers Association and is the information resource communicating services and industry news, including product innovations, government and regulatory issues, new research and market reports.

The global reliance on rendered and repurposed food and feed as a sustainable source of nutrition and energy is a present-day challenge as well as tomorrow's opportunity. Reducing food waste and carbon emissions while adding value to rendered products is both our vision and a mission.



Photo credit: Sanimax



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FREQUENCY

Published six times each year (print and digital):

February, April, June, August, October, December

Who Reads Render?

Members of the North American Renderers Association
(95% of all North American renderers)

Other renderers

Industry employees

Grease recyclers/pumpers/collectors

End users of rendered products (feeds, biofuels, etc.)

Animal nutritionists

Researchers

Veterinarians

Local, state and federal government officials

Industry suppliers

Consultants and brokers

Other industry allies

2026 ADVERTISING DEADLINES

Issue	Ad Files Due
February	January 12
April	March 10
June	May 11
August	July 10
October	September 10
December	November 10

MECHANICAL REQUIREMENTS

- Trim size: 8.5 x 11"
- Allow 1/8" for bleed; bleeds only available on full page ads.
- Minimum 225 line screen halftones and screen tints.
- Advertisers who furnish camera-ready art as a digital file (CMYK for color), please provide in one of the following file formats: PDF, JPG, TIF or EPS.

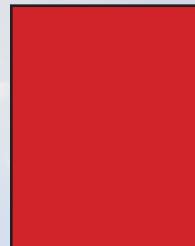
Editorial and Sales Office

Sharla Ishmael, Editor and Publisher
Editors@RenderMagazine.com
(888) 927-3634
www.RenderMagazine.com

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AD DIMENSIONS

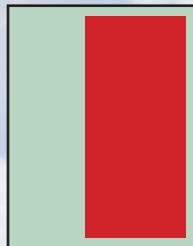
(in inches; width x height)



Full page

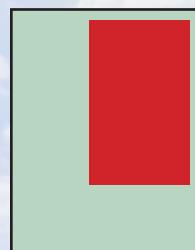
8.5x11" trim

(1/8" bleeds on
all four sides)



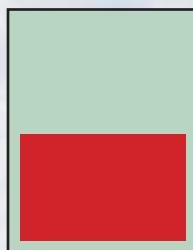
2/3 page

4.5 x 10"



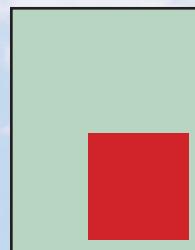
1/2 page island

4.5 x 7.375"



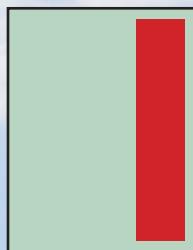
1/2 page horizontal

7 x 4.875"



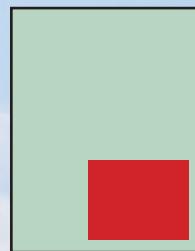
1/3 page horizontal

4.5 x 4.875"



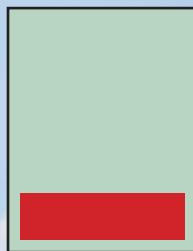
1/3 page vertical

2.125 x 10"



1/4 page

4.5 x 3.75"



1/4 page horizontal

7 x 2.125"



Photo credit: Sanimax

