

# Barbecue News Magazine

# Media Kit 2026

Barbecue News Magazine celebrates 36 years as the super highway for information of all things barbecue and grilling.



# MEET OUR CREW

**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.



## 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.



## 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.

**Bre N' Brad**- *Smoke 'n Magic* turned their first BBQ competition date into a family passion, with their kids and dog Max joining the fun. Their family-made, competition-tested sauces and rubs bring the smoke and magic of BBQ to everyone.



## 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.

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.

# OUR STORY

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

Every member of these organizations have unlimited access to each monthly issue.



## Kell Phelps- Publisher Janet Phelps- Office Manager

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.

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.

# MAGAZINE OPPORTUNITIES

ALL ADS IN OUR DIGITAL FLIPPING MAGAZINE INCLUDE A DIRECT LINK OF YOUR CHOICE!

## Front Cover 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

15.50" W x 10" H

### FULL PAGE

7.50" W x 10" H

### 1/2 PAGE

7.50" W x 4.85" H

### 1/4 PAGE

3.675" W x 4.85" H  
OR  
5.6" W x 3.275" H

### 1/8 PAGE

3.675" W x 2.425" H

### CLASSIFIED

3.675" W x 1.75" 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

Ship your product to us, and we'll  
publish a review in the magazine. **\$500**

## BBQ Marketplace

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

**Deadlines:** 7 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.

## 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



Cronkite 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*

# DIGITAL OPPORTUNITIES

ALL ADS IN OUR DIGITAL FLIPPING MAGAZINE INCLUDE A DIRECT LINK OF YOUR CHOICE!

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

## Bring Your Ad to Life

### Turn Clicks into Connections with Video

Direct Link On Your Ad To Your Video:

Call us today to see how we can work for you and bring your ad—and your product—to life.

Check out the link below and see it in action:

<https://bit.ly/BBQNEWSVIDEO>



## Social Media Marketing

### Social Media Stats

*Come and Get Social With Us!*

As of 12.05.2025



**Facebook:**

@barbecuenews

Yearly Reach: 430,000

Followers: 17,752



**Instagram:**

@BBQNewsMagazine

Followers: 3,351



**Twitter:**

@BBQNewsMagazine

Followers: 17,150



**Tik Tok:**

@BBQNewsMagazine

Followers: 1,096

Likes: 570

### 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**

**Deadlines:** 7 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.

## 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

**12,697 / 111,279 / 40%**  
**CONTACTS / OPENS / OPEN RATE**

Our E-Blast updates are sent over **12,000** 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