



Audit Bureau
of Circulations
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**FARM PUBLICATION
PUBLISHER'S STATEMENT**

For the 6 month period ending December 31, 2010
Subject to Audit

Paid & Qualified Non-Paid Circulation Form

The Cattleman

Established: 1914
ABC Member since: 1945
Texas and Southwestern Cattle Raisers Association, Inc.
1301 W. Seventh St., Fort Worth, TX 76102
Phone: 817-332-7155
Fax: 817-332-5446
www.thecattlemanmagazine.com
Ellen H. Brisendine
Editor

Field Served: Beef cattle and horses.

Frequency: Monthly

Format: Standard

Averages for Period	% of Total
18,449	100.0

1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION

AVERAGE PAID CIRCULATION

Subscriptions:

Individual	2,127	11.5
Association, See Par. 11(a)	13,977	75.8

Total Subscriptions	16,104	
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Single Copy Sales:

Individual	206	1.1
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Total Single Copy Sales	206	
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Total Average Paid Circulation	16,310	
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AVERAGE QUALIFIED NON-PAID CIRCULATION

Other Sources, See Par. 11(b)	2,139	11.6
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Total Average Qualified Non-Paid Circulation	2,139	
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Total Average Paid & Qualified Non-Paid Circulation	18,449	100.0
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Advertising Rate Base/Circulation Guarantee	None Claimed	
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AVERAGE NON-QUALIFIED CIRCULATION

Rotated or occasional:

Mailed	1,003	
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Allocated for shows and conventions	871	
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Checking and Promotion copies to advertisers and agencies	324	
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Miscellaneous, Including Staff Copies	150	
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Total Average Non-Qualified Circulation	2,348	
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1A - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION OF REGIONAL, METRO AND DEMOGRAPHIC EDITIONS

None

2 - PAID, QUALIFIED NON-PAID AND NON-QUALIFIED CIRCULATION BY ISSUES

Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
July	16,264	2,217	18,481	1,124
Aug.	16,296	2,166	18,462	1,430
Sept.	16,304	2,134	18,438	1,793
Oct.	16,272	2,104	18,376	7,006
Nov.	16,250	2,106	18,356	1,544
Dec.	16,472	2,106	18,578	1,190
Total Average	16,310	2,139	18,449	2,348

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2010 ISSUE IN WHICH:

- PAID CIRCULATION WAS 0.4% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 1.5% LESS THAN THE PERIOD AVERAGE

3A - DEMOGRAPHICS

Optional and not required

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient					
Telecommunications					
Other Sources	2,106			2,106	100.0
Total Qualified Non-Paid Circulation	2,106			2,106	100.0
Percent	100.0			100.0	
Paid Subscription Circulation.....				16,011	
Single Copy Sales				239	
Total Paid & Qualified Non-Paid Circulation				18,356	

4 - GEOGRAPHIC ANALYSIS OF PAID & QUALIFIED NON-PAID CIRCULATION

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Maine						
New Hampshire	1		1		1	
Vermont						
Massachusetts.....	1		1		1	
Rhode Island						
Connecticut.....	2		2		2	
NEW ENGLAND	4		4		4	0.1
New York	9	1	10	4	14	
New Jersey.....	3		3		3	
Pennsylvania	7	1	8		8	
MIDDLE ATLANTIC	19	2	21	4	25	0.1
Ohio	12	1	13	1	14	
Indiana.....	7		7		7	
Illinois.....	16	2	18	5	23	
Michigan.....	4		4	6	10	
Wisconsin	4		4	2	6	
EAST N. CENTRAL	43	3	46	14	60	0.3
Minnesota	4		4	3	7	
Iowa	4	1	5	2	7	
Missouri	14	1	15	15	30	
North Dakota	3		3	1	4	
South Dakota.....	3		3		3	
Nebraska	4		4	2	6	
Kansas.....	30	2	32	11	43	
WEST N. CENTRAL	62	4	66	34	100	0.5
Delaware	1		1		1	
Maryland.....	6		6		6	
District of Columbia	1		1	41	42	
Virginia.....	9		9	1	10	
West Virginia.....	2	2	4		4	
North Carolina	13	1	14		14	
South Carolina.....	8		8		8	
Georgia.....	12	8	20	1	21	
Florida.....	51	23	74	2	76	
SOUTH ATLANTIC	103	34	137	45	182	1.0

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky.....	9	1	10	1	11	
Tennessee.....	17	5	22	1	23	
Alabama.....	13	7	20		20	
Mississippi.....	13		13		13	
EAST S. CENTRAL	52	13	65	2	67	0.4
Arkansas.....	41	12	53	2	55	
Louisiana.....	67		67	4	71	
Oklahoma.....	747	29	776	292	1,068	
Texas.....	14,663	132	14,795	1,683	16,478	
WEST S. CENTRAL	15,518	173	15,691	1,981	17,672	96.5
Montana.....	5		5		5	
Idaho.....	3		3		3	
Wyoming.....	3		3	1	4	
Colorado.....	25		25	8	33	
New Mexico.....	50		50	7	57	
Arizona.....	23		23		23	
Utah.....	8		8	1	9	
Nevada.....	1		1	1	2	
MOUNTAIN	118		118	18	136	0.7
Alaska.....	1		1		1	
Washington.....	8		8		8	
Oregon.....	3		3		3	
California.....	42	10	52	4	56	
Hawaii.....	2		2		2	
PACIFIC	56	10	66	4	70	0.4
Miscellaneous.....						
U.S. Unclassified.....						
UNITED STATES	15,975	239	16,214	2,102	18,316	100.0
U.S. Circ. Percent of Grand Total.....						99.8
Poss. & Other Areas.....	31		31	4	35	0.2
U.S. & POSS., etc.	16,006	239	16,245	2,106	18,351	100.0
Canada.....	5		5		5	0.0
International.....						
Other Unclassified.....						
Military or Civilian Personnel Overseas..						
GRAND TOTAL	16,011	239	16,250	2,106	18,356	100.0

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2010

5 - AUTHORIZED PRICES See Par. 11(c)

Sales Are Net Of Premium Values
 Basic Prices: Subscriptions: U.S., 1 yr. \$25.00.
 International, 1 yr. \$40.00
 Single Copy: \$4.00

Basic & higher than basic:.....	6,041
75% - 99% of basic:.....	None
50% - 74% of basic:.....	None
25% - 49% of basic:.....	None
Less than 25% of basic:.....	None
Total Subscriptions Sold in Period	6,041

6 - DURATION OF SUBSCRIPTIONS SOLD

1 to 12 months.....	6,041
13 to 24 months.....	None
25 to 36 months.....	None
37 to 60 months.....	None
More than 60 months.....	None
Total Subscriptions Sold in Period	6,041

7 - CHANNELS OF SUBSCRIPTION SALES

Ordered by mail and/or directly requested by subscriber.....	1,122
Ordered through salespeople:	
Catalog agencies and individual agents.....	34
Publisher's own and other publishers' salespeople.....	None
Independent agencies' salespeople.....	None
Newspaper agencies.....	None
Members of schools, churches, fraternal and similar organizations.....	None
Association memberships.....	4,885
All other channels.....	None
Total Subscriptions Sold in Period	6,041

8 - USE OF PREMIUMS

Ordered without premium.....	5,934
Ordered with material reprinted from this publication.....	None
Ordered with other premiums.....	107
Total Subscriptions Sold in Period	6,041



ADDITIONAL CIRCULATION INFORMATION

9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Average number of copies served on subscriptions not more than three months after expiration 499 3.1

10 - FIVE YEAR ANNUAL TRENDS: Total average paid & qualified non-paid circulation as reported in June and December Publisher's Statements

	2006	2007	2008	2009	2010
% Post Exp. Copies:	2.6	2.8	2.3	2.8	3.2
% Individual:	15.5	14.9	14.4	14.0	12.0
% Gift:					
% Association:	75.1	77.7	78.5	78.8	77.3
% Mail Subscriptions Special:					
% School:					
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:	1.2	1.1	0.9	1.0	1.0
% Direct Request:					
% Telecommunications:					
% Other Sources:	8.2	6.3	6.2	6.2	9.8

11 - EXPLANATORY

Latest Released Audit Report Issued for 12 months ended December 31, 2009

Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Non-Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)	Audit Report (Qualified Non-Paid)	Publisher's Statements (Qualified Non-Paid)	Difference (Qualified Non-Paid)	Percentage of Difference (Qualified Non-Paid)
12-31-09	None Claimed	16,615	16,615			1,118	1,118		
12-31-08	None Claimed	16,820	16,820			1,117	1,117		
12-31-07	None Claimed	16,685	16,685			1,125	1,125		
12-31-06	None Claimed	15,825	15,825			1,402	1,402		
12-31-05	None Claimed	14,878	14,878			1,423	1,423		

(a) Association subscriptions, averaging 13,977 copies per issue, represent copies served to members of Texas and Southwestern Cattle Raisers Association. \$25.00 is allocated for a 1 yr. subscription to this publication and is non-deductible from dues. This publication is the official journal of Texas and Southwestern Cattle Raisers Association.

(b) Other Sources, averaging 2,139 copies per issue, represent copies served to Field Inspectors and County Agents, Sheriffs, Auction Markets and State Legislators.

(c) Authorized prices with 5% or more of total subscription sales:

1 yr. \$25.00

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Texas and Southwestern Cattle Raisers Association

Signed: January 24, 2011

CHRISTINA SEBESTA
Circulation Manager

ELLEN H. BRISENDINE
Editor

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05-0030-0

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	Analyzed Issue Text (for double month issue date)	
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	U.S. Subscription Price	25.00
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	International Subscription Price	40.00