



Audit Bureau
of Circulations

**Audit Report
Farm Publication**

THE CATTLEMAN
Fort Worth, Texas 76102

FIELD SERVED: Beef cattle and horses.

AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2009:

	Averages for Period	% of Total
1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION	17,733	100.0
AVERAGE PAID CIRCULATION:		
Subscriptions:		
Individual	2,465	13.9
Association, See Explanatory.....	13,975	78.8
	16,440	
Total Subscriptions.....		
Single Copy Sales:		
Individual	175	1.0
	175	
Total Single Copy Sales.....		
Total Average Paid Circulation	16,615	
 AVERAGE QUALIFIED NON-PAID CIRCULATION:		
Other Sources, See Explanatory	1,118	6.3
Total Average Qualified Non-Paid Circulation	1,118	
Total Average Paid & Qualified Non-Paid Circulation	17,733	100.0
Advertising Rate Base/Circulation Guarantee	None Claimed	
 AVERAGE NON-QUALIFIED CIRCULATION:		
Rotated or occasional:		
Mailed.....	790	
Allocated for shows and conventions	1,633	
Checking and Promotion copies to advertisers and agencies.....	410	
Miscellaneous, Including Staff Copies	191	
Total Average Non-Qualified Circulation	3,024	

2. PAID, QUALIFIED NON-PAID & NON-QUALIFIED CIRCULATION BY ISSUES:

2009 Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified	2009 Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Jan.	16,715	1,127	17,842	2,432	July	16,631	1,104	17,735	2,208
Feb.	16,845	1,127	17,972	3,943	Aug.	16,624	1,099	17,723	2,170
Mar.	16,661	1,128	17,789	3,118	Sept.	16,547	1,136	17,683	2,588
Apr.	16,699	1,128	17,827	7,669	Oct.	16,489	1,133	17,622	2,819
May	16,715	1,117	17,832	2,434	Nov.	16,488	1,133	17,621	2,330
June	16,553	1,102	17,655	2,359	Dec.	16,411	1,086	17,497	2,213
					Total Average	16,615	1,118	17,733	3,024

AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION BY QUARTERS for the period covered by this report:

Calendar Quarter Ended	Paid	Qualified Non-Paid	Total
March 31, 2009	16,740	1,127	17,867
June 30, 2009	16,656	1,116	17,772
September 30, 2009	16,601	1,113	17,714
December 31, 2009	16,463	1,117	17,580

AUDIT STATEMENT

There was no adjustment made in the average paid and qualified non-paid circulation as shown in the Publisher's Statements for the period audited.

EXPLANATORY

Association subscriptions, averaging 13,975 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.

Other Sources, averaging 1,118 copies per issue, represent copies served to Field Inspectors and County Agents, Sheriffs, State Legislators.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid and/or qualified non-paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid and/or qualified non-paid circulation.

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05-0030-0	Analyzed Issue Date	06/01/09
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	4.00
	Association Subscription Price	25.00
	U.S. Subscription Price	25.00
	Canadian Subscription Price	
	International Subscription Price	40.00