

The Cattleman

2010 Media Kit



The business journal of the Southwestern cattle business for 96 years.

Reliable, Credible, Effective

The Cattleman magazine is a reliable, credible source of information for the ranchers and natural resources managers of Texas and Oklahoma.

Every month, we reach decision-makers who own and manage nearly a quarter of the cattle and almost a third of the land in Texas.

Our numbers

\$239,414,261

The Cattleman magazine readers plan to spend almost a quarter of a billion dollars on herd management, herd health practices and materials in the coming year.

93.8 percent are ranchers

Nearly all of *The Cattleman* magazine readers are active beef cattle producers.

3,416,369 cattle

The Cattleman magazine readers own or manage nearly a quarter of all cattle in Texas.

***The Cattleman* readers are rebuilding after one of the driest years in Texas' history. Their numbers remain strong with an average beef cow herd of 167 head.**

51,836,660 acres

The Cattleman magazine readers own or manage a land area equal to 30 percent of Texas.

Subscriber Survey Methodology

The Cattleman magazine's 2010 Subscriber Survey was designed and conducted by Grotta Marketing Research. This was the 24th yearly survey of *The Cattleman* subscribers. Surveys were mailed to a random sample of 3,326 subscribers in January 2010. By February 2010, 18.4 percent of the surveys had been returned, which is consistent with previous surveys. The returned questionnaires resulted in a maximum sampling error of plus or minus 3.9 percent.



\$142,292,952

The Cattleman magazine readers plan to spend \$142 million-plus on land improvements, fencing and natural resources management in the next 12 months.

93 percent of our subscribers are the principal decision-makers. The people who read *The Cattleman* hold the purchasing power.

61.8 percent

The majority of *The Cattleman* magazine readers make purchasing decisions because of advertisements they've seen in the magazine.

96 years

The Cattleman magazine began in 1914. We continue to faithfully serve our readers as the business journal of the Southwestern cattle industry.



The Cattleman magazine market draws more than two million cattle from other states and Mexico, funneling into cow-calf herds, stocker operations and feedlots.

We offer a great opportunity to be in a publication that covers a widely diverse industry on a regional basis. Our subscribers trust and know they can find solutions in our pages.

Proven Circulation

Each year, *The Cattleman* magazine hires the Audit Bureau of Circulations (ABC), Arlington Heights, Ill., to confirm that our paid circulation figure is true. Because we have met the ABC's strict standards of honest reporting, we have never had to adjust our paid circulation reports. According to ABC's Dec. 31, 2009, report, *The Cattleman* has 16,615 paid subscribers.



Informed, Educated, Decisive

The Cattleman magazine reader is an informed and educated decision-maker. Our readership is fairly evenly split between two age groups – 45 to 64 years of age, and 65 and older. Those groups encompass the up-and-coming and the established leaders of agriculture.

More than 90 percent of our readers make and influence buying decisions on the ranch. Our readers tell us that advertisements in *The Cattleman* magazine strongly influence their decisions.

58,153 readers

The Cattleman magazine subscribers generously share their monthly magazines with two or three additional friends, adding 2.5 more readers to every subscriber.

37,549 bulls

The Cattleman magazine readers need a huge supply of herd sires this year.

**“When bull buyers cross over the cattle guard
I see *The Cattleman* on the dashboard of their
truck more times than not.”**

110,388 replacement females

Between normal aging of the cattle herd and the drought of 2009, our readers need a significant number of replacement females.

**“We receive a better response from ads placed
in *The Cattleman* selling bulls private treaty than
from any other advertisements.”**

3,395,004 cattle will sell

Our readers will sell more than three million head this year and a third will be marketed through our friends, the auction market owners.

***By reaching a targeted audience of cattle raisers, our regional scope offers
you an audience of readers who are looking to buy.***



40,527 horses

Ranch horses are prevalent among our readers. They'll need almost 3,000 more in the coming year.

The Cattleman magazine is a lasting information resource

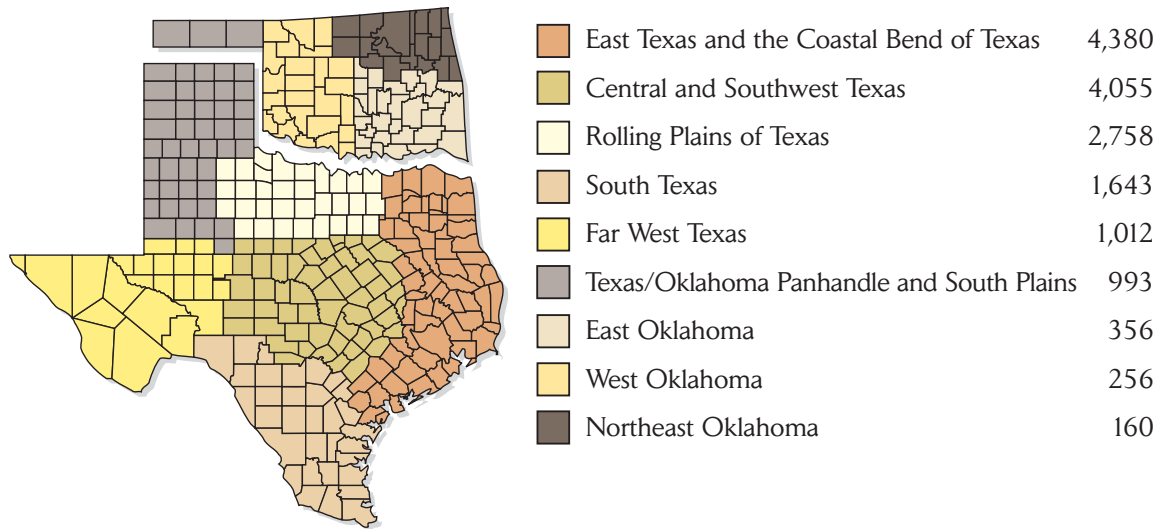
79.8 percent of our readers look at every page

89.2 percent have read each of the last four issues

82.7 percent refer to back issues

99.9 percent perceive *The Cattleman* as a credible source of information

Where you can find *The Cattleman* readers



***The Cattleman* covers Texas from one end to another and reaches out to the surrounding states and beyond.**





The Cattleman Editorial Schedule

JANUARY – Ranch Horses and Stock Show Highlights

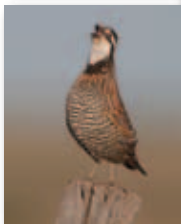
Horse health and management information for our readers who rely on the 40,000 ranch horses that help them work their ranches. We also offer highlights of the Fort Worth Stock Show & Rodeo, San Antonio Livestock Exposition and the Houston Livestock Show and Rodeo.



FEBRUARY – Range and Pasture Management

Special Delivery to Mexico

Land management is always a top reader issue. This magazine features techniques to help our readers manage their natural resources for more water, more grass, more production and greater range health. *Since range management knows no borders, we ship extra copies of this issue to cattle producers in Mexico, with important articles translated into Spanish.*



MARCH – Annual TSCRA Convention Weekend Issue

The TSCRA Convention Weekend is a spring highlight in Texas. This issue informs the readers about who will speak, exhibit, entertain and sponsor the largest beef industry event in the region.

APRIL – Bugs: Good, Bad and Interesting

Animal and environmental health are featured in our April look at bugs – from beneficial bugs to encourage, to good bacteria that support better nutrition, to disease-causing viruses to battle.

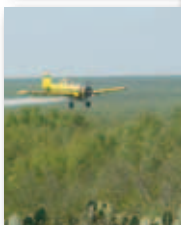


MAY – Focus on Water

More than two-thirds of our readers are keenly interested in groundwater rights. All of our readers are interested in managing their land to capture rainfall. Our urban friends want to know the land next to the creeks and streams is healthy and the runoff is clean and safe.

JUNE – The Ranch Equipment Issue

A ranch can't run without equipment and supplies. Our readers tell us what tools are useful to them through Facebook, and we provide practical tips on how to use ranch equipment safely and how to make it last longer.



JULY – A Look at Livestock Auction Markets

More than one million of our readers' cattle will sell through the auction markets of Texas and Oklahoma. Articles help our readers prepare their cattle for sale and help them find an auction market partner. This issue contains the membership directory for the Livestock Marketing Associations of Texas and Oklahoma.



AUGUST – Annual Hereford and Wildlife Issue

The Cattleman readers lease 26,437,420 acres of their land for hunting and fishing. Wildlife management articles include information on game species management and the interface between cattle and wildlife. This issue recognizes our decades-long relationship with the Hereford producers of the region.

SEPTEMBER – Annual Feedyard and Stocker Cattle Issue

The Cattleman readers manage almost a million stocker cattle each year. Texas imported more than two million cattle in 2009. We provide our readers with a look at the segments of the beef production chain that come after the cow-calf operation.



OCTOBER – Bull Buyer's Guide

37,549 bulls and 110,388 replacement females – our readers need that many cattle next year. Articles help the reader transition new cattle into the herd with the least stress and injury.

NOVEMBER – Animal Health and Nutrition

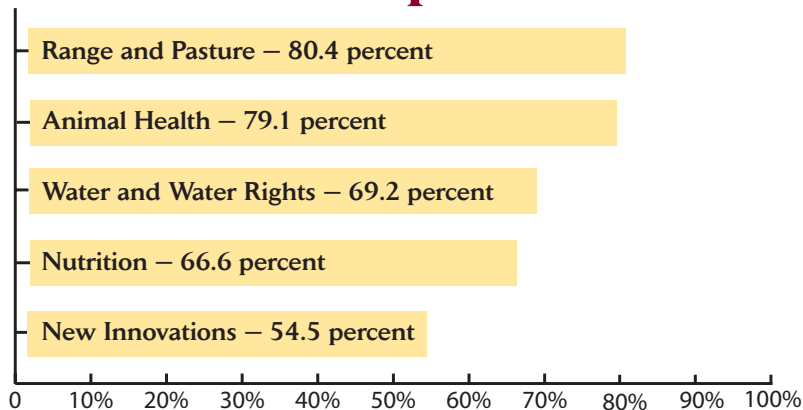
Good nutrition is fundamental to animal health, as is a good vaccination program. Articles in this issue give practical, technical information that is easy to apply at the ranch.



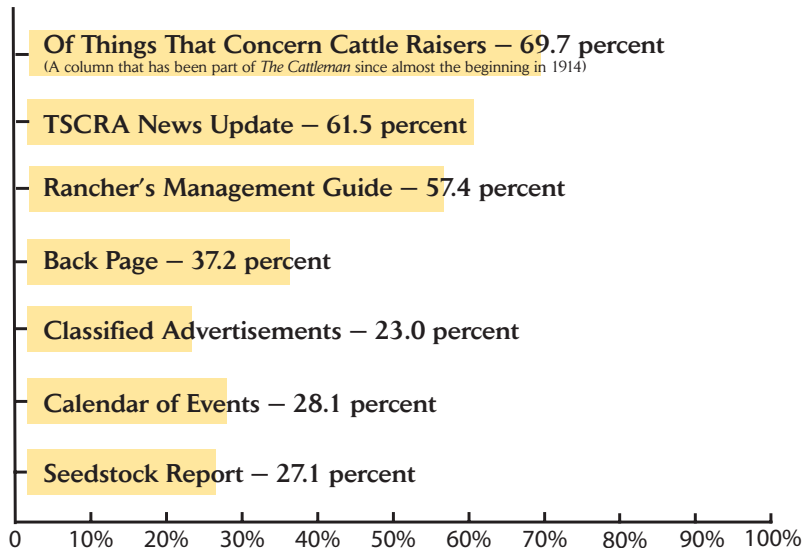
DECEMBER – Ranch Safety

A safe ranch saves dollars by avoiding stress and costly injuries to humans and to livestock.

Our Readers' Top Five Issues



Their Favorite Parts



Mechanical Requirements

Trim Size: 8"W x 10.875"D
Bleed Size: 8.25"W x 11.125"D
Live Area: 7"W x 10"D
Ad Size:

- 1 Page Live Area – 7"W x 10"D
- 1/2 Page Vertical – 3.313"W x 10"D
- 1/2 Page Horizontal – 7"W x 5"D
- 1/2 Page Island – 4.5"W x 7.5"D
- 1/3 Page Vertical – 2.125"W x 10"D
- 1/3 Page Square – 4.5"W x 5"D
- 1/4 Page Horizontal – 4.5"W x 3.75"D
- 1/4 Page Vertical – 3.313"W x 5"D
- 1 Column Width – 2.125"
- 1-1/2 Column Width – 3.313"
- 2 Column Width – 4.5"
- 3 Column Width – 7"

Web Banner Ad: 468 x 60 pixels
Web Button Ad: 150 x 150 pixels

2011 Production Schedule

	<i>Ad close date</i>	<i>Material due date</i>
January	11/30/10	12/6/10
February	12/31/10	1/7/11
March	1/31/11	2/7/11
April	2/28/11	3/7/11
May	3/31/11	4/7/11
June	4/30/11	5/6/11
July	5/31/11	6/6/11
August	6/30/11	7/6/11
September	7/31/11	8/5/11
October	8/31/11	9/5/11
November	9/30/11	10/7/11
December	10/31/11	11/7/11

"Good or bad times, *The Cattleman* is still the best publication to reach more potential bull buyers across the state of Texas."

We offer a great opportunity to be in a publication that knows our readers and can offer a solution for their needs.

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The Cattleman magazine...

the business journal of the Southwestern cattle industry since 1914

Whether promoting a sale, selling cattle by private treaty or marketing other products and services, make sure to reach the customers you are looking for.

***The Cattleman* magazine has been bringing buyers and sellers together for 96 years straight... providing marketing °that makes sense and works for you.**

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