



48 W. Seegers Road  
 Arlington Heights, IL 60005-3913  
 (224) 366-6939  
 FAX: (224) 366-6949  
 www.accessabc.com

**FARM PUBLICATION  
 PUBLISHER'S STATEMENT**

For the 6 month period ending December 31, 2011  
 Subject to Audit

**Paid & Qualified Non-Paid Circulation Form**



Established: 1914  
 ABC Member since: 1945  
 Texas and Southwestern Cattle Raisers Association, Inc.  
 1301 W. Seventh St., Suite 201, 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

	<b>Averages for Period</b>	<b>% of Total</b>
<b>1 - AVERAGE PAID &amp; QUALIFIED NON-PAID CIRCULATION</b>	<b>19,168</b>	<b>100.0</b>
<b>AVERAGE PAID CIRCULATION</b>		
Subscriptions:		
Individual . . . . .	2,593	13.5
Association, See Par. 11(a) . . . . .	14,284	74.5
Total Subscriptions . . . . .	16,877	
Single Copy Sales:		
Individual . . . . .	143	0.8
Total Single Copy Sales . . . . .	143	
<b>Total Average Paid Circulation . . . . .</b>	<b>17,020</b>	
<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
Other Sources, See Par. 11(b) . . . . .	2,148	11.2
<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>2,148</b>	
<b>Total Average Paid &amp; Qualified Non-Paid Circulation . . . . .</b>	<b>19,168</b>	<b>100.0</b>
Advertising Rate Base/Circulation Guarantee . . . . .	None Claimed	
<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
Rotated or occasional:		
Mailed . . . . .	184	
Allocated for shows and conventions . . . . .	785	
Checking and Promotion copies to advertisers and agencies . . . . .	310	
Miscellaneous, Including Staff Copies . . . . .	223	
<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>1,502</b>	

**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	16,710	2,137	18,847	1,568
Aug.	16,852	2,137	18,989	1,704
Sept.	17,034	2,153	19,187	1,401
Oct.	17,201	2,153	19,354	1,633
Nov.	17,201	2,155	19,356	1,517
Dec.	17,121	2,155	19,276	1,190
<b>Total Average</b>	<b>17,020</b>	<b>2,148</b>	<b>19,168</b>	<b>1,502</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2011 ISSUE IN WHICH:

- PAID CIRCULATION WAS 1.1% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.3% GREATER 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 .....	2,155			2,155	100.0
<b>Total Qualified Non-Paid Circulation .....</b>	<b>2,155</b>			<b>2,155</b>	<b>100.0</b>
<b>Percent .....</b>	<b>100.0</b>			<b>100.0</b>	
Paid Subscription Circulation.....				17,113	
Single Copy Sales .....				88	
<b>Total Paid &amp; Qualified Non-Paid Circulation .....</b>				<b>19,356</b>	

**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 .....	2		2		2	
Vermont .....	1	1	2		2	
Massachusetts .....	1		1		1	
Rhode Island .....						
Connecticut .....	3		3		3	
<b>NEW ENGLAND</b>	<b>7</b>	<b>1</b>	<b>8</b>		<b>8</b>	<b>0.1</b>
New York .....	7		7	1	8	
New Jersey .....	3		3	1	4	
Pennsylvania .....	7	1	8		8	
<b>MIDDLE ATLANTIC</b>	<b>17</b>	<b>1</b>	<b>18</b>	<b>2</b>	<b>20</b>	<b>0.1</b>
Ohio .....	13		13		13	
Indiana .....	8		8		8	
Illinois .....	16		16	2	18	
Michigan .....	5		5	6	11	
Wisconsin .....	6		6	1	7	
<b>EAST N. CENTRAL</b>	<b>48</b>		<b>48</b>	<b>9</b>	<b>57</b>	<b>0.3</b>
Minnesota .....	12		12	3	15	
Iowa .....	6		6	2	8	
Missouri .....	21		21	16	37	
North Dakota .....	3		3	1	4	
South Dakota .....	4		4		4	
Nebraska .....	7		7	1	8	
Kansas .....	40		40	9	49	
<b>WEST N. CENTRAL</b>	<b>93</b>		<b>93</b>	<b>32</b>	<b>125</b>	<b>0.7</b>
Delaware .....	2		2		2	
Maryland .....	5		5		5	
District of Columbia .....	1		1	43	44	
Virginia .....	14		14	1	15	
West Virginia .....	1		1		1	
North Carolina .....	21	1	22		22	
South Carolina .....	6		6		6	
Georgia .....	19	1	20	1	21	
Florida .....	60	11	71	1	72	
<b>SOUTH ATLANTIC</b>	<b>129</b>	<b>13</b>	<b>142</b>	<b>46</b>	<b>188</b>	<b>1.0</b>

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky .....	13		13	1	14	
Tennessee .....	23		23	1	24	
Alabama .....	24		24		24	
Mississippi .....	19		19	1	20	
<b>EAST S. CENTRAL</b>	<b>79</b>		<b>79</b>	<b>3</b>	<b>82</b>	<b>0.4</b>
Arkansas .....	47		47	1	48	
Louisiana .....	91		91	5	96	
Oklahoma .....	856	15	871	294	1,165	
Texas .....	15,523	56	15,579	1,744	17,323	
<b>WEST S. CENTRAL</b>	<b>16,517</b>	<b>71</b>	<b>16,588</b>	<b>2,044</b>	<b>18,632</b>	<b>96.4</b>
Montana .....	4		4	1	5	
Idaho .....	5		5		5	
Wyoming .....	7		7	1	8	
Colorado .....	28		28	7	35	
New Mexico .....	57	1	58	3	61	
Arizona .....	22		22		22	
Utah .....	7		7		7	
Nevada .....	1		1		1	
<b>MOUNTAIN</b>	<b>131</b>	<b>1</b>	<b>132</b>	<b>12</b>	<b>144</b>	<b>0.7</b>
Alaska .....	2		2		2	
Washington .....	5		5		5	
Oregon .....	7		7		7	
California .....	46	1	47	3	50	
Hawaii .....	2		2		2	
<b>PACIFIC</b>	<b>62</b>	<b>1</b>	<b>63</b>	<b>3</b>	<b>66</b>	<b>0.3</b>
Miscellaneous .....						
U.S. Unclassified .....						
<b>UNITED STATES</b>	<b>17,083</b>	<b>88</b>	<b>17,171</b>	<b>2,151</b>	<b>19,322</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total .....						<b>99.8</b>
Poss. & Other Areas .....	25		25	4	29	0.2
<b>U.S. &amp; POSS., etc.</b>	<b>17,108</b>	<b>88</b>	<b>17,196</b>	<b>2,155</b>	<b>19,351</b>	<b>100.0</b>
Canada .....	5		5		5	0.0
International .....						
Other Unclassified .....						
Military or Civilian Personnel Overseas .....						
<b>GRAND TOTAL</b>	<b>17,113</b>	<b>88</b>	<b>17,201</b>	<b>2,155</b>	<b>19,356</b>	<b>100.0</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2011**

**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: .....	7,490
75% - 99% of basic: .....	None
50% - 74% of basic: .....	None
25% - 49% of basic: .....	None
Less than 25% of basic: .....	None
<b>Total Subscriptions Sold in Period</b> .....	<b>7,490</b>

**6 - DURATION OF SUBSCRIPTIONS SOLD**

1 to 12 months .....	7,490
13 to 24 months .....	None
25 to 36 months .....	None
37 to 60 months .....	None
More than 60 months .....	None
<b>Total Subscriptions Sold in Period</b> .....	<b>7,490</b>

**7 - CHANNELS OF SUBSCRIPTION SALES**

Ordered by mail and/or directly requested by subscriber .....	1,215
Ordered through salespeople:	
Catalog agencies and individual agents .....	38
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, See Par. 11(a) .....	6,237
All other channels .....	None
<b>Total Subscriptions Sold in Period</b> .....	<b>7,490</b>

**8 - USE OF PREMIUMS**

Ordered without premium .....	2,492
Ordered with material reprinted from this publication .....	None
Ordered with other premiums, See Par. 11(d) .....	4,998
<b>Total Subscriptions Sold in Period</b> .....	<b>7,490</b>

**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 452 2.7%

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

	2007	2008	2009	2010	2011
% Post Exp. Copies:	2.8	2.3	2.8	3.2	3.2
% Individual:	14.9	14.4	14.0	12.0	13.1
% Gift:					
% Association:	77.7	78.5	78.8	77.3	74.8
% Mail Subscriptions Special:					
% School:					
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:	1.1	0.9	1.0	1.0	0.8
% Direct Request:					
% Telecommunications:					
% Other Sources:	6.3	6.2	6.2	9.7	11.3

**11 - EXPLANATORY**

Latest Released Audit Report Issued for 12 months ended December 31, 2010

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)
12-31-10	None Claimed	16,325	16,325			1,765	1,765		
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		

(a) Association subscriptions, averaging 14,284 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 2,148 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

(d) A pocket knife, with a value of \$2.90, was offered with 1 yr. subscriptions at basic prices.

**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 12, 2012**

**CHRISTINA SEBESTA**

Circulation Manager

**ELLEN H. BRISENDINE**

Editor

Member Number

05-0030-0

05-0030-0	Analyzed Issue Date	11/01/11
	Analyzed Issue Text (for double month issue date)	
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	Association Subscription Price	25.00
	U.S. Subscription Price	25.00
	Canadian Subscription Price	
	International Subscription Price	40.00