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**FARM PUBLICATION PUBLISHER'S
STATEMENT**

For the 6 month period ending December 31,2006
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: Beef cattle and horses.

	Averages for Period	% of Total
1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION	17,415	100.0
AVERAGE PAID CIRCULATION		
Subscriptions:		
Individual	2,630	15.1
Gift		
Association, See Par. 11(a)	13,189	75.7
Mail Subscriptions Special		
School		
Multi-Copy Individually Addressed		
Multi-Copy Same Addressee		
Total Subscriptions	15,819	
Single Copy Sales:		
Individual	205	1.2
Multi-Copy Individually Addressed		
Multi-Copy Same Addressee		
Total Single Copy Sales	205	
Total Average Paid Circulation	16,024	
AVERAGE QUALIFIED NON-PAID CIRCULATION		
Direct request from recipient		
Telecommunications		
Other Sources, See Par. 11(b)	1,391	8.0
Total Average Qualified Non-Paid Circulation	1,391	
Total Average Paid & Qualified Non-Paid Circulation	17,415	100.0
Advertising Rate Base/Circulation Guarantee	None Claimed	
AVERAGE NON-QUALIFIED CIRCULATION		
Rotated or occasional:		
Mailed	1,155	
Field sales		
Allocated for shows and conventions	1,026	
Checking and Promotion copies to advertisers and agencies	63	
Miscellaneous, Including Staff Copies	230	
Total Average Non-Qualified Circulation	2,474	



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	15,825	1,383	17,208	1,469
Aug.	15,951	1,396	17,347	1,624
Sept.	15,906	1,407	17,313	1,716
Oct.	15,987	1,377	17,364	7,232
Nov.	16,227	1,377	17,604	1,492
Dec.	16,241	1,404	17,645	1,315
Total Average	16,023	1,391	17,414	2,475

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE DECEMBER, 2006 ISSUE IN WHICH:

- PAID CIRCULATION WAS 0.0% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.0% 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	1,404			1,404	100.0
Total Qualified Non-Paid Circulation	1,404			1,404	100.0
Percent	100.0			100.0	
Paid Subscription Circulation.....				16,041	
Single Copy Sales				200	
Total Paid & Qualified Non-Paid Circulation				17,645	

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						
Vermont						
Massachusetts.....	1		1		1	
Rhode Island						
Connecticut.....	3		3		3	
NEW ENGLAND	4		4		4	0.0
New York	8		8		8	
New Jersey.....	4		4	1	5	
Pennsylvania	11		11		11	
MIDDLE ATLANTIC	23		23	1	24	0.1
Ohio	5		5		5	
Indiana	8		8	1	9	
Illinois.....	19		19	1	20	
Michigan	3		3	5	8	
Wisconsin	7		7		7	
EAST N. CENTRAL	42		42	7	49	0.3
Minnesota	6		6		6	
Iowa	5		5	2	7	
Missouri	20		20	9	29	
North Dakota	3		3	1	4	
South Dakota	3		3		3	
Nebraska	7		7	2	9	
Kansas.....	35		35	6	41	
WEST N. CENTRAL	79		79	20	99	0.6
Delaware	1		1		1	
Maryland.....	2		2		2	
District of Columbia	3		3	33	36	
Virginia	13		13	1	14	
West Virginia.....	4		4		4	
North Carolina	20		20		20	
South Carolina	7		7		7	
Georgia.....	18		18		18	
Florida.....	53	50	103	4	107	
SOUTH ATLANTIC	121	50	171	38	209	1.2

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky.....	14		14	1	15	
Tennessee.....	15		15	2	17	
Alabama	17		17	1	18	
Mississippi.....	23		23	2	25	
EAST S. CENTRAL	69		69	6	75	0.4
Arkansas	46		46	2	48	
Louisiana	66		66	5	71	
Oklahoma.....	776	18	794	144	938	
Texas.....	14,563	126	14,689	1,160	15,849	
WEST S. CENTRAL	15,451	144	15,595	1,311	16,906	96.2
Montana	5		5	1	6	
Idaho	1		1		1	
Wyoming	5		5	1	6	
Colorado.....	33		33	9	42	
New Mexico.....	51		51	5	56	
Arizona	19		19		19	
Utah	7		7		7	
Nevada.....	1		1		1	
MOUNTAIN	122		122	16	138	0.8
Alaska.....						
Washington.....	5		5		5	
Oregon	3		3	1	4	
California	46	6	52	2	54	
Hawaii.....	4		4		4	
PACIFIC	58	6	64	3	67	0.4
Miscellaneous.....						
U.S. Unclassified						
UNITED STATES	15,969	200	16,169	1,402	17,571	100.0
U.S. Circ. Percent of Grand Total.....						99.6
Poss. & Other Areas.....	62		62	2	64	0.3
U.S. & POSS., etc.	16,031	200	16,231	1,404	17,635	99.9
Canada.....	10		10		10	0.1
International.....						
Other Unclassified						
Military or Civilian Personnel Overseas..						
GRAND TOTAL	16,041	200	16,241	1,404	17,645	100.0

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2006

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: 7,061
 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 7,061

6 - DURATION OF SUBSCRIPTIONS SOLD

1 to 12 months: 7,061
 13 to 24 months: ..
 25 to 36 months: ..
 37 to 60 months: None
 More than 60 months: None
Total Subscriptions Sold in Period 7,061

7 - CHANNELS OF SUBSCRIPTION SALES

Ordered by mail and/or directly requested by subscriber: 1,127
 Ordered through salespeople:
 Catalog agencies and individual agents 89
 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: 5,845
 All other channels: None
Total Subscriptions Sold in Period 7,061

8 - USE OF PREMIUMS

Ordered without premium: 6,977
 Ordered with material reprinted from this publication: None
 Ordered with other premiums, See Par. 11(d): 84
Total Subscriptions Sold in Period 7,061



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 358 2.3

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

	2002	2003	2004	2005	2006
% Post Exp. Copies:	2.9	3.0	3.0	2.8	2.6
% Individual:	15.3	14.2	15.0	15.6	15.5
% Gift:					
% Association:	75.0	75.7	75.3	74.6	75.2
% Mail Subscriptions Special:					
% School:					
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:					
% Direct Request:					
% Telecommunications:					
% Other Sources:	9.7	9.7	9.4	8.7	8.2

11 - EXPLANATORY

Latest Released Audit Report Issued for 12 months ended December 31, 2005

Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Qualified 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)
12-31-05	None Claimed	14,878	14,878			1,423	1,423		
12-31-04	None Claimed	14,273	14,273			1,480	1,480		
12-31-03	None Claimed	13,955	13,955			1,515	1,515		
12-31-02	None Claimed	14,547	14,547			1,564	1,564		
12-31-01	None Claimed	15,184	15,184			1,555	1,580	-25	-1.6

(a) Association subscriptions, averaging 13,189 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 1,391 copies per issue, represent copies served to Field Inspectors and County Agents, Sheriffs, State Legislators and Feedlots.

(c) Authorized prices with 5% or more of total subscription sales:
1 yr. \$25.00

(d) A pocket knife, with no advertised or stated value, was offered with 1 year 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 19, 2007

SHERRIE CARAWAY
Circulation Manager

ELLEN H. BRISENDINE
Editor

Member Number
05-0030-0

05-0030-0	Analyzed Issue Date	12/01/06
	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