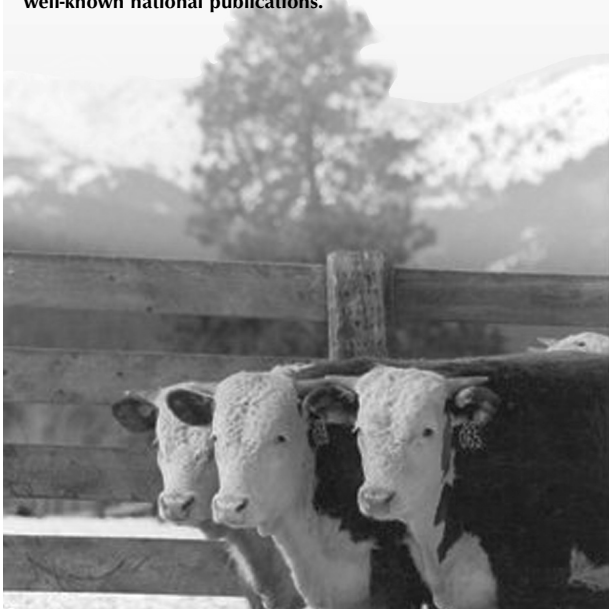


2014

Subscriber Profile

Reaching professional ranchers who drive the industry.

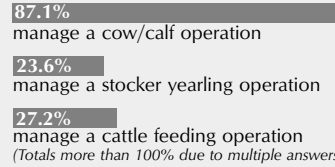
Western Livestock Journal's 12,500 print subscribers have more targeted impact nationwide than other well-known national publications.



Western Livestock Journal.

Cattle Operations

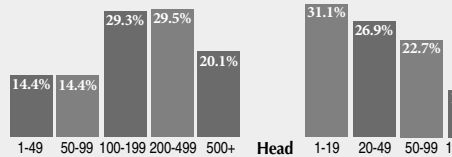
89.5% manage a beef cattle operation.



Cow/Calf herd type

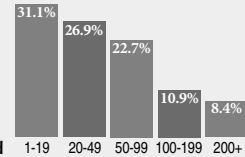
- manage a commercial herd only
- manage a registered herd only
- manage both commercial and registered herds

Range in cow herd sizes



Average cow herd is **299 head.**

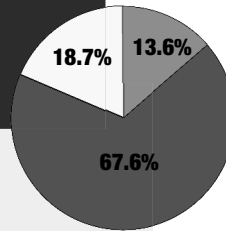
Replacement heifers bred



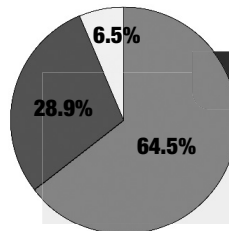
Average number of replacement heifers managed is **66 head.**

Procuring Replacement Heifers

- will purchase
- will raise
- will both raise and purchase



Herd Intentions



- plan on expanding their herd
- plan to reduce their herd size
- plan on staying the same

Breeding Technology

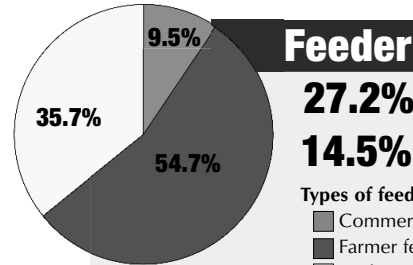
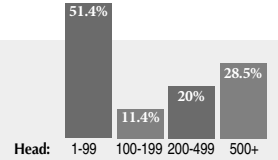
37.9% use Artificial Insemination. Average number of cows and heifers bred AI is **136 head.**

17.1% use embryo transfer.

27.9% use DNA technology.

Stocker

23.6% manage yearling or stocker cattle. Average number of yearlings managed is **712 head.**



Feeder

27.2% manage a feedlot.

14.5% retain ownership of their cattle through feedlot.

Types of feeding operations:

- Commercial feeder
- Farmer feeder
- Background feeder

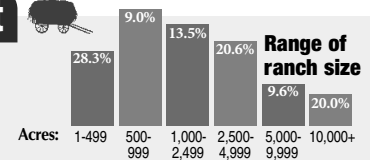
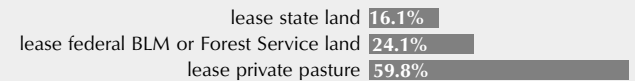
Average one-time capacity of readers' feedlots is **446 head.**
Average annual number of fed cattle that readers sell for processing is **489 head.**

Land Management

Readers manage an average of **7,089 acres.**

69.5% lease land.

19.7% plan on buying or selling a ranch in the next 24 months.



Range of ranch size

Hay/Forage management

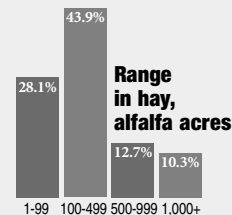
71.5% of WLJ subscribers raise hay and other forages.

They manage an average of 430 acres in hay and other forages.

50.6% purchase hay.

291 tons is the average hay purchase.

25% use mechanical irrigation.



Horses



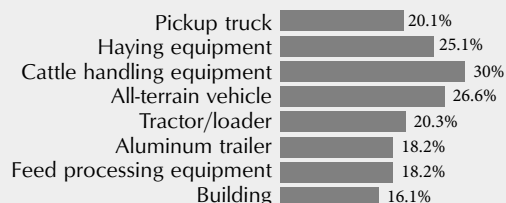
68.4% use horses to manage the ranch.
 The average number of horses maintained is **9 head**.
15.7% of subscribers breed mares.
 The average number of mares bred is **5.6 head**.

Sheep



6.6% raise sheep.
 Subscribers managed an average of **131 ewes**.

Purchasing intentions over the next 12 months:



Animal Health



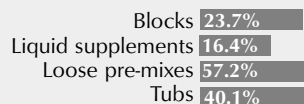
91.3% worm their cattle and spend an average of **\$2,013** on worming products.
52% participate in a specific animal health company's vaccination protocol such as VAC 45, Surehealth, etc.
 Subscribers spend an average of **\$7,312 annually** on animal health products.
29.7% are loyal to a specific animal health brand.
73.9% precondition their calves.

Feed Supplements



92.1% use commercial mineral and/or protein supplements.

Supplement products used:



Subscribers spend an average of **\$8,766 annually** on mineral and protein supplements. (Totals more than 100% due to multiple answers)

Readership

WLJ readers have subscribed an average of **14.7 years**.
 Subscribers' average age is **63**.

Subscribers read an average of **4.4** livestock publications.

Publication Preference:

Livestock News Weeklies	Magazines
• <i>Western Livestock Journal</i> 76.8	• <i>Beef</i> 28.3
• <i>Western Ag Reporter</i> 9.7	• <i>Drovers</i> 13.2
• <i>Capitol Press</i> 7.0	• <i>All State Cattle Association</i>
• <i>National Cattleman</i> 3.5	Magazines 11.5
	• <i>Beef Today</i> 7.0
	• <i>Working Ranch</i> 7.0
	• <i>California Cattleman</i> 4.4

48.4% of subscribers use a computer to manage operations.

62.6% of subscribers use the internet for business information.

16.8% of subscribers have visited wlj.net.

3.7% of subscribers would like to receive WLJ via email.

12.4% would like to receive daily news updates via email.

52.2% of subscribers' ranches have been managed by multiple generations.

68.6% of subscribers say their children will manage the ranch in the future.

68.6% say their primary income is from livestock.

62.8% say their primary income is from agriculture.

9.6% say they manage operations in more than one state.



"I have been a subscriber and reader of *Western Livestock Journal* for some 50 years. I have always found *WLJ* to be a reliable source of industry news and useful information. I read *WLJ* on a regular basis and appreciate the editorial content, as well as the information in the sale ads. I would recommend *WLJ* to anyone involved in the livestock industry."
 — Duane Martin, Duane Martin Livestock

"Your coverage and demographics are important to my operation as I look to expand my marketing focus. *WLJ* works for me and I enjoy the professional relationship with the staff, both in the office and the field. The timely and informative news articles are excellent, and I greatly appreciate the progressive and responsible approach to the beef industry. *WLJ*'s information is fair and balanced. In today's changing world, *WLJ*'s weekly emails and website are extremely important in reaching a new audience."
 — Dale Spencer, Spencer Herefords



What does a typical *Western Livestock Journal* subscriber look like?

While our overall readership is quite diverse, our average reader owns/manages a 7,089-acre ranch, is 63 years of age, and spends an average of \$7,312 a year on animal health products, \$8,766 on protein and mineral supplements, and \$2,013 on worming products.

The majority of our subscribers (89.5%) manages a beef cattle operation; 87.1% of those beef cattle operations are cow/calf producers, with the average cow herd having 299 head, plus 66 head of replacement heifers. A great number of our subscribers run large commercial herds; 79.1% manage a herd of 100 mature cows or larger, and 20.1% are over 500 cows.

According to our recent survey, 71.5% of our subscribers farm an average of 430 acres of hay or alfalfa. Well over half of our subscribers (62.8%) receive their primary income from agriculture; 68.6% solely from livestock.

Of all the competing publications, *Western Livestock Journal* reaches the core of the livestock business; 76.8% of our subscribers prefer *WLJ* over other livestock weeklies. And best of all, *Western Livestock Journal* reaches the heart of the ranching community in the most cost-effective and efficient manner.



We may appear small, but we leave a big impression.

2014 READER SURVEY METHODOLOGY

A total of 520 surveys were mailed on Oct. 31, 2013 to an nth sample of *Western Livestock Journal*'s paid subscribers. January 7 we mailed a second set of surveys to those who did not respond by the initial deadline. At the cutoff date of Feb. 7, 2014, we had 172 surveys returned for a response rate of 33.9%. There were no incentives used to stimulate response. Survey results are consistent with past surveys conducted in 1990, 1993, 1996, 1999, 2004, 2008 and 2011. The margin of error is ±4%.