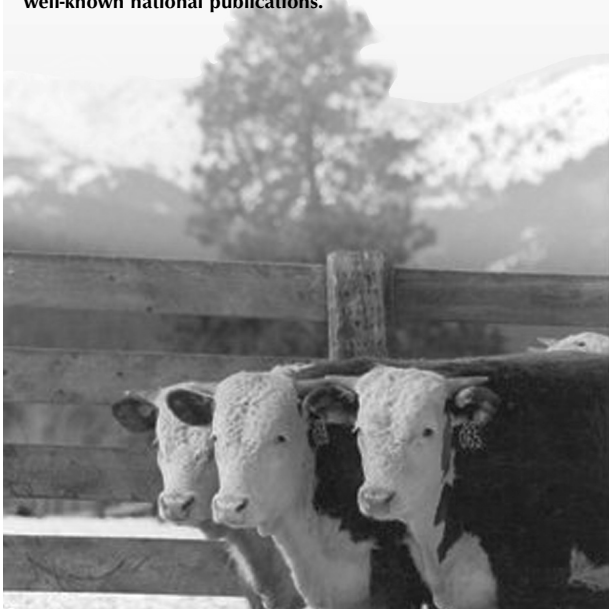


2014

Subscriber Profile

Reaching professional ranchers who drive the industry.

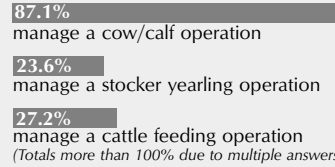
Western Livestock Journal's 12,500 print subscribers have more targeted impact nationwide than other well-known national publications.



Western Livestock Journal.

Cattle Operations

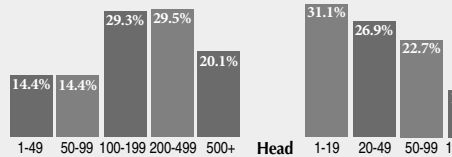
89.5% manage a beef cattle operation.



Cow/Calf herd type

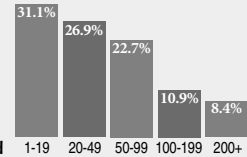
- manage a commercial herd only
- manage a registered herd only
- manage both commercial and registered herds

Range in cow herd sizes



Average cow herd is **299 head.**

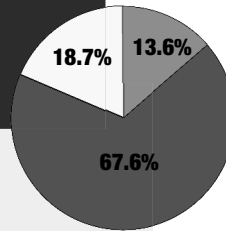
Replacement heifers bred



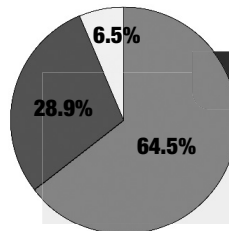
Average number of replacement heifers managed is **66 head.**

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

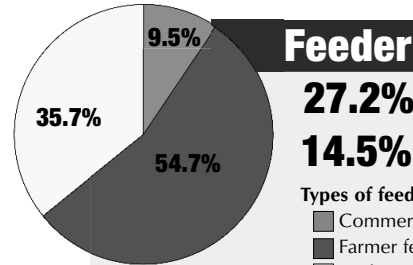
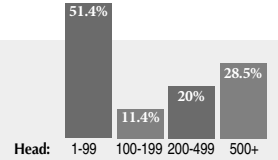
37.9% use Artificial Insemination. Average number of cows and heifers bred AI is **136 head.**

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

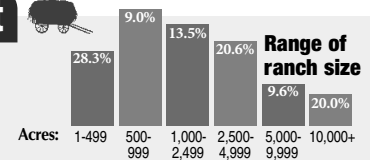
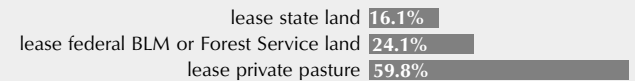
Average one-time capacity of readers' feedlots is **446 head.**
Average annual number of fed cattle that readers sell for processing is **489 head.**

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.



Hay/Forage management

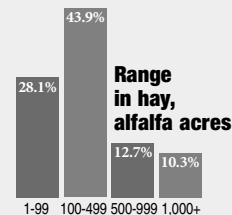
71.5% of WLJ subscribers raise hay and other forages.

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



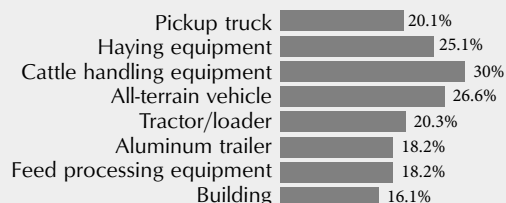
68.4% use horses to manage the ranch.
 The average number of horses maintained is **9 head**.
15.7% of subscribers breed mares.
 The average number of mares bred is **5.6 head**.

Sheep



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

Purchasing intentions over the next 12 months:



Animal Health



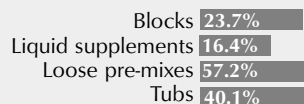
91.3% worm their cattle and spend an average of **\$2,013** on worming products.
52% participate in a specific animal health company's vaccination protocol such as VAC 45, Surehealth, etc.
 Subscribers spend an average of **\$7,312 annually** on animal health products.
29.7% are loyal to a specific animal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