

A woman wearing a light-colored cowboy hat, a dark patterned jacket, and blue jeans is riding a light-colored horse. She is holding the reins and looking towards the right. The horse is standing in a field with other horses in the background. The text "WORKING RANCH" is overlaid in large white letters on the right side of the image.

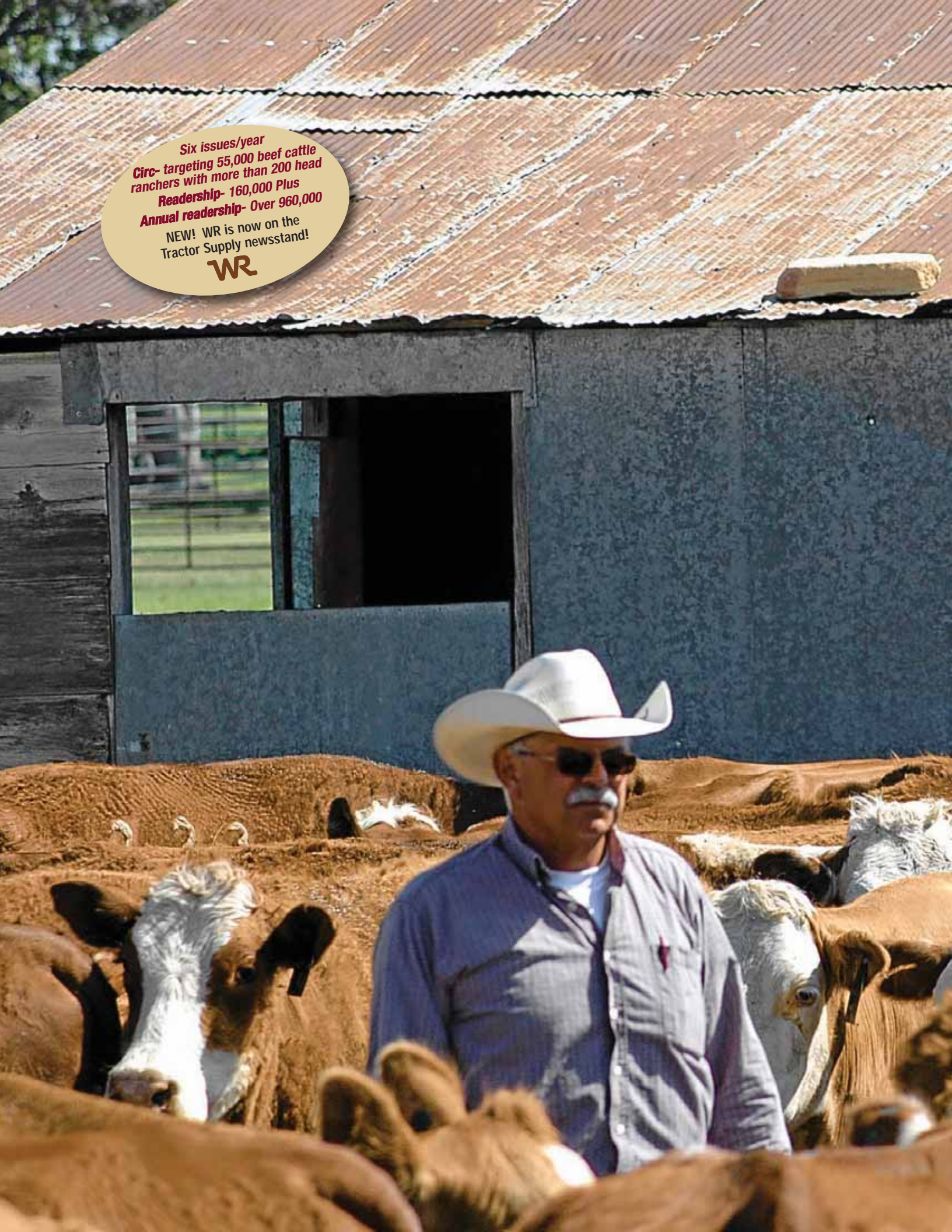
WORKING RANCH

**MEDIA KIT
2012**

Six issues/year
Circ- targeting 55,000 beef cattle
ranchers with more than 200 head
Readership- 160,000 Plus
Annual readership- Over 960,000

NEW! WR is now on the
Tractor Supply newsstand!

WR





The Working Ranch

Working ranches created the markets for cattle health products, feed supplements, fencing, livestock equipment, and ranch horse supplies.

They're the reason pick-up trucks and tractors were invented.

They continue to drive the ATV and UV markets.

They give job security for life to sound horses used for gathering and sorting cattle.

The working ranch gave us our Western heritage.

And today, *Working Ranch* magazine gives your products the authentic branding and high-volume customers you need to succeed. It's a magazine that is consistently read cover to cover. When your sales reps visit the nation's largest and most progressive ranches, they'll see current and well-worn back issues of WR laying out in plain view on desks and coffee tables as proof of the long-term value of this unique publication.

Debbie Ancell
Cover: David Sneedden Photography

WORKING
RANCH
WR

Editorial Mission



Christina Smith

Testimonial

Dear Working Ranch, Your magazine is a perfect fit with what we are doing here in Mancos, Colorado. I showed it to the ranch foreman and right away he saw several articles that addressed issues he deals with regularly.

The article on avoiding a big wreck is a good example. We have 400 cows up on a federal grazing permit and three weeks ago we had an outbreak of a virus in our calves that would have been a disaster if we did not have the right medication and equipment with us to inoculate all our calves immediately. Your magazine is the first one we have seen that speaks directly to our needs.

Gerry Hogan
Hogan Ranch

W

orking Ranch chronicles ranching methods and programs used for cattle health products, feed supplements, haying, genetics, pasture management and a host of equipment required to make it all happen, including tractors, ATVs and utility vehicles. But we do something different with these topics to get you more ad response – we imbed them into ranch profiles to make the articles more interesting to read. For example, instead of having a veterinarian write an article on vaccinating for BRD, we'll have one of our professional livestock journalists interview a successful rancher to find out how he runs his cattle health program and why. This makes the articles more readable and increases the reading time a rancher spends with the magazine, which in turn increases exposure for your ad.

Our readers are drawn to ranching for many reasons. Some were born into ranching families. Others came as quick as they could. They all share one thing in common: they raise beef cattle and ranch horses because they love it.

They love the hard work and finding creative solutions to the challenges nature throws their way.

They love the ranching tradition and the way it connects one generation to the next.

They love watching the sunrise from the back of a horse, not knowing all that will happen that day but knowing all of it will be a blessing because their “office” is the great outdoors.

There's an indescribable satisfaction that comes from working with livestock and getting your hands and clothes dirty, and they love that too.

Are they in it for the money? If that were the sole reason, they would sell their ranches and become overnight millionaires. No, money is just a way of keeping score for how they irrigated, sorted, culled, tagged, vaccinated, fed and rotated the past year, given nature's variables.

Our goal is to publish a magazine that both educates and entertains our readers while remaining non-biased and objective. And the ranchers notice the difference. One rancher wrote to say that “Because of the size of my operation, I get all the cattle magazines. But *Working Ranch* is the only one I read cover to cover.” Another rancher wrote in to say, “Ranchers have been waiting a long time to get a magazine like this.”

All of this transmutes into more impressions and exposure for your ad. At the NCBA show this past year, one rancher told us “Everyone in my household reads your magazine. And when we're finished reading it, the ranch hands ask to read it.”

That pretty much says it all.

But if you still want more, go to www.workingranchtv.com and listen to more readers as they talk about their appreciation for WR on our web channel. Or visit our Facebook page.

[facebook](#)



Taylor Teichert



Features and Departments

Each issue of **Working Ranch** is jam-packed with four or five feature stories on working cattle ranches and important industry issues. These articles are written by a hand-picked team of experienced ranch-savvy writers who strive to deliver useful information using terminology and an authentic style that our loyal readers can relate to. The beautiful, first-rate photography that accompanies each piece is sourced from a combination of respected professionals and ranch-based contributors. And, every article is laid out in spread form with no jump pages. Our readers have come to expect that when they turn to an article in **Working Ranch**, they won't have to chase it through the magazine.

In addition to our great features, we also have a comprehensive list of short features and departments that our readers anticipate in each issue. Here's what one reader said when he didn't get his magazine fast enough ...

Dear Working Ranch,

First off I just wanted to thank you for publishing a great magazine that covers the realities and concerns of ranching today. However, I want you to be aware that I am starting to go into shock and withdrawals because it seems like forever while waiting for the next issue to greet me at the mailbox.

*Thanks for your efforts,
Logan Jensen
Elko, NV*

More Features

Rancher's Journal: Readers write and photograph a twelve-day journal and tell us all about their operation and how they run it. This is definitely a favorite among our ranch subscribers.

Short Features

Supplements: Cattle need more than grass to keep them healthy. This short feature takes a look at supplements and proper nutrition.

Health Management / ID: This column is dedicated to covering issues related to cattle health and identification.

Ranch Wheels: Ranchers don't have time to test or preview the latest tractors, attachments, trucks, trailers, and ATVs, but we do.

Remuda: Ranch horses are an integral part of most cattle ranches. We share with our readers how other cattle ranchers are breeding, starting and marketing their remudas.

Genetic Showcase: State-of-the-art features on genetics followed by listings of upcoming production sales by the nation's most progressive seedstock producers.

Departments

That's an Improvement: From outbuildings to livestock handling equipment and fencing, learn how to get the most return from your investment.

Pasture Management: Managed intensive grazing, weed control, seeding, irrigation, and cross-fencing are all topics covered in this department.

Saddle Up: Horse health issues and how to minimize, treat, and prevent them is of high importance to our readers.

Weekend Rodeo: We cover the trail of the ranch rodeo tour. This is true cowboy rodeo. The majority of the contestants on each team need to work full time on a cow/calf operation with at least 300 head.

Ask the Vet: A humorous "James Herriot" styled anecdote on the daily life of a country vet including practical advice on livestock health issues relating to cow/calf producers, stockers and feedlots.

Looking Back: From the great cattle drives of the 1800's to range wars, land grants and the early days of famous ranches, **Working Ranch** takes a journey through time to reconnect readers to their colorful heritage of ranching.

Political Rancher: To ranch these days, you need to be part politician, part lawyer. This column examines some of the land use and livestock issues facing ranchers today.

Editorial Calendar



Kelly Dutton

WR is his encyclopedia

Dear Working Ranch,
Love your magazine so much-
when it comes in I can't put it
down! Usually go through it
10-15 times probably looking at
things and reading the great info
and stories. As a young aspiring
rancher, the information y'all
print is invaluable. I never throw
mine away! They're like my ency-
clopedia collection!
Thank you so much. Keep up the
good work!

Trenton Kissee
Oklahoma



Jan/Feb 2012: Closes Dec 1 / Ad Mats Due Dec 3 / Mails Dec 16 '11

Supplements: Probiotics and enzymes

Invoiced in January

Health / ID: Anthrax

Ranch Wheels: ATV's / UV's for 2012

Remuda: Make a Team Roping Horse

Improvements: Preparing for a new barn

Pasture Management: Riparian repair

Bonus show distribution: National Cattlemen's Beef Association trade show, Nashville, TN
WESA January Market, Denver, CO

March 2012: Closes Jan 19 / Ad Mats Due Jan 21 / Mails Feb 4

Supplements: White Muscle Disease

Health / ID: Understanding M. Bovis

Ranch Wheels: Aluminum stock trailers

Remuda: The working horse's foot

Improvements: One-person handling systems

Pasture Management: Prescribed burning

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April/May 2012: Closes Feb 24 / Ad Mats Due Feb 28 / Mails March 10

Supplements: Oxidative balance

Health / ID: Fly Control

Ranch Wheels: Round balers

Remuda: Ranch Horse Buyer's Guide

Improvements: Winter lots for bull herds

Pasture Management: Natural spring improvement

June/July 2012: Closes May 11 / Ad Mats Due May 13 / Mails May 27

Supplements: Iodine deficiency

Health / ID: 7 worst cattle parasites

Ranch Wheels: 125 hp tractors

Remuda: 5 best breeding tips

Improvements: Electric fence update

Pasture Management: Strategic summer salting

PLUS - Working Ranch JUNIOR is in this issue

Sep/Oct 2012: Closes July 31 / Ad Mats Due Aug 3 / Mails Aug 15

Supplements: Origin of minerals

Health / ID: Weaning health strategy / Cattle Care Catalogue

Ranch Wheels: Big bale handlers

Remuda: The weaned colt

Improvements: Grain and seed storage

Pasture Management: Managing hunters on grazing land

Bonus show distribution: Northern International Livestock Exposition, Billings, MT

Nov/Dec 2012: Closes Oct 1 / Ad Mats Due Oct 3 / Mails Oct 15

Supplements: Polioencephalomalacia

Health / ID: Leptospirosis Hardjo b.

Ranch Wheels: Ranch pickups for 2013 / PLUS - sneak peek at
more 2013 Ranch Wheels rollouts

Remuda: Winter your brood mares

Improvements: Improve your internet

Pasture Management: 3 worst weeds E of the Mississippi

Bonus show distribution: Working Ranch Cowboys Association finals, Amarillo, TX



Corinne Patterson

Circulation with a Punch

All national beef cattle magazines are not the same. *Working Ranch* is the only national magazine with a BPA audited circulation targeted to producers and stockers with 200 or more head, including feedlot operators.

No other magazine delivers more 200-plus head operators than *Working Ranch*. Period.

That's a significant competitive advantage. We deliver to the nation's largest ranches so you're reaching highly targeted cattle operations that have a need to utilize more products to get the job done. It makes sense. A rancher with 200 or more head is going to need much more product than a rancher with 50 or 100 head: more cattle health products, more ATVs, more supplements, more fencing, more outbuildings, more tractors – more of everything.

And here's the best part: we deliver these 55,000 largest beef ranches for about 1/2 the page rate of the other national magazines. That makes our cost per thousand the most powerful in the industry; not only do we have the lowest out of pocket cost; we also offer the lowest "cost per head".

Targeting ranchers with 200 or more head of beef cows significantly leverages your advertising dollars. We call it circulation to the nth power. These are the high-volume customers you need to get the greatest return for your advertising dollar. Just one of our ranches can easily require more supplies and products than five other ranches combined. So if another magazine claims to have a larger circulation, do a 'CPH' – a cost per head – and see who comes out on top. Simply put, our high volume readers are your best customers.

Horses, too...

Working Ranch is the magazine for thousands of big outfits that use horses to work their cattle. Products like feed, supplements, vaccinations, fly control, well-built saddles, cowboy gear and grooming supplies are all part of the daily protocol.

Ranchers who subscribe to *Working Ranch* magazine live on viable, large-scale, commercial outfits that are generations old and worth millions of dollars. They have a need and appreciation for your product, and they can well afford it, even in these challenging times. A growing population depends on them for food, and their grandchildren will still be running cattle and riding horses on the same land a hundred years from now. So get them using your brand today.



Jessica Westberg

Reader Survey



Delta Jensen

Methodology:

From the circulation file of 55,000 names, Stark Services, the fulfillment house utilized by Working Ranch, captured an nth select of every 110 names from all states comprising 500 names for the survey. The mailing list was emailed directly to a mailing house that printed, addressed and mailed the surveys. The survey was mailed to these 500 recipients with no advance notice along with a cover letter signed by Working Ranch editor/publisher Tim O'Byrne and a \$1 incentive enclosed.

Of the 500 mailed, 257 were returned to a P.O. Box in Stanley, ID that was pre-addressed on the return envelopes, representing a return rate of 51%. As this was an ample number with which to conduct the survey, no further mailings were sent. These 257 surveys were then delivered unopened to Hal Brand Associates for computation of results including final proofing of this formatted document you are reading.

Verification contacts:

Postmaster in Stanley, Idaho:
208-774-2230

Mailing House: 949-250-3212
(Terri Legarreta)

Fulfillment House: 818-985-2003
(Richard Magana)

Hal Brand Associates: 949-586-8311
(Hal Brand)



GENERAL

Which of the following comprise your ranch / farm operation over the past year?

Cow / calf operation	90%
Stocker	16%
Purebred breeder	7%
Backgrounder / feeder	17%
Preconditioner	12%
Commercial feedlot	4%

Do you precondition any cattle?

Yes	76%
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What is included in your preconditioning program?

Vaccination	79%
Internal / external parasitic control	73%
Castration	69%
Growth-promoting implants	31%
ID eartags	40%

Do you use or would you consider using genetic analysis / DNA testing for improving your herd / individual data files?

Yes	55%
-----	-----

How much time do you spend reading Working Ranch magazine?

Less than 30 minutes	7%
30-60 minutes	46%
1 - 2 hours	35%
2 hours or more	12%

Including your family and employees, how many others read your copy of Working Ranch?

1	21%
2	43%
3	18%
4	10%
5 or more	7%

Does your spouse also read Working Ranch?

Yes	67%
-----	-----

What do you do with your back issues of Working Ranch magazine?

Save them and refer to articles of interest	42%
Give them to a neighbor or family member	40%

Have you ever contacted an advertiser or purchased their product after seeing their ad in Working Ranch?

Yes	56%
-----	-----

What is your age?

Under 30	7%
30 to 35	7%
36 to 45	14%
46 to 60	38%
60 or older	35%

Gender?

Male	85%
Female	15%

LAND

How many total acres do you control through ownership / lease / rent / and or permit?

Under 1,000	26%
1,000 - 3,000	34%
3,000 - 5,000	20%
5,000 - 10,000	10%
More than 10,000	10%

Do you practice rotational grazing through the use of portable or electric fence?

Yes	42%
-----	-----

CATTLE HEALTH

What health issues was your herd vaccinated / treated for in the previous 12 months?

Pinkeye	40%
Scours	41%
Pneumonia / BRD / Shipping Fever	67%
Foot Rot	36%
Bloat	13%
BVD	58%
IBR	54%
Coccidiosis	19%
Clostridia (Blackleg, Malignant edema, etc)	62%
Vibriosis	43%
Leptospirosis	55%
Haemophilus (Histophilus)	
Somnus	40%

What classes of cattle do you normally vaccinate?

Calves at branding	61%
Calves at weaning	75%
Breeding stock	59%

Backgrounders	21%
Stockers	17%
Feeders	15%

PARASITIC CONTROL

Do you treat your cattle for internal / external parasites including flies?

Yes	95%
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Which of these pests cause problems for your cattle?

Horn flies	74%
Face flies	79%
Lice	62%
Ticks	27%
Liver flukes	10%

What methods of treatment do you use?

Pour-on	91%
Injectable	42%
Drench	11%
Range cube or block	12%
Medication in feed	18%

EAR TAGS (ID and INSECTICIDE)

What do you use ear tags for?

Identification	86%
Fly control	25%

FEEDING PRACTICES

Do you have a trace mineral feeding program?

Yes	85%
-----	-----

For what purpose do you feed trace minerals?

Improve breeding	60%
To supplement a known deficiency	47%
Improve weaning weight / health	36%
Vet / nutritionist recommendation	26%
Other	7%

What kind of protein / energy supplements do you use on your pasture cattle?

Blocks	35%
Tubs	51%
Liquids	14%

INTERNET

What kind of internet hookup do you have?

High-speed	65%
Dial-up	12%
None	23%

Do you prefer to learn about cattle health and ranch-related products ...

through the pages and ads of Working Ranch magazine 97%

by reading email blast and internet offers online 3%

EQUIPMENT

Please indicate how many of the following pieces of equipment you own?

Total tractors	3.7
Tractors under 100hp	1.7
Tractors over 100hp	2
Pickup trucks	3
Livestock/horse trailers	1.6
ATVs	1.3
Utility vehicles (UV or side-by-side)	.3
Squeeze chutes	1.6

Do you own one of the following?

Skid-steer loader	34%
Round baler	59%
Small square baler	35%
Large square baler	6%
Hay mower	64%
Rake	67%
Feed mixer wagon / box	36%
Pivot or Wheel lines	22%
Scales	37%
Post pounder / auger	68%

Which of the following are you planning on purchasing in the next 12 months?

Tractors under 100hp	5%
Tractors over 100hp	13%
Skid-steer loader	8%
Pickup trucks	23%
ATV/UV	15%
Baler /Rake /Mower	13%
Livestock/horse trailer	13%
Feed mixer wagon / box	4%

Cattle handling equipment (chutes, panels, tubs, etc) 35%

Electric Fencing	26%
Wire Fencing	42%
Pipe Fencing	20%
Lace-up Work Boots / Cowboy Boots	53%
Felt hat	19%
Straw hat	28%

BUILDINGS

Are you planning on purchasing one of the following in the next 12 months?

calving barn	4%
horse barn with stalls	5%
utility outbuilding	16%

What square footage (approx)?

Up to 600	16%
600 - 1,000	13%
1,000 - 2,000	26%
2,000 or more	44%

BREEDING

How many bulls do you plan to buy in the next 12 months?

1-3	47%
4-6	22%
7-10	5%
11-14	3%
15-19	1%
20 or more	1%

How far would you travel to get the right bull for your herd?

Up to 100 miles	29%
101 - 350 miles	47%
Over 350 miles	24%

What breeds are you planning to buy?

Angus	67%
Beefmaster	4%
Brangus	6%
Charolais	13%
Gelbvieh	4%
Hereford	16%
Limousin	3%
Red Angus	10%
Simmental	10%

Brahman	0.5%
Other	7%

What is your average cost per bull?

Less than \$1,500	11%
\$1,500 - \$2,000	30%
\$2,000 - \$2,500	21%
\$2,500 - \$3,000	18%
\$3,000 - \$4,000	12%
\$4,000 - \$5,000	6%
Over \$5,000	2%

What is most important from your seedstock provider?

#1 - Price	37%
#2 - Service	36%
#3 - Genetics	27%

How many different genetic suppliers do you use?

1-3	70%
4 or more	14%
None	15%

Would you consider a new bull supplier?

Yes	78%
No	22%

Do you buy replacement heifers?

Yes	34%
No	66%

Would you consider a new heifer supplier?

Yes	47%
No	53%

How many heifers do you plan to buy in the next 12 months?

Under 25	19%
26-50	14%
50 or more	8%
None	59%

HORSES

Do you own or board horses?

Yes	75%
-----	-----

If yes, how many?

1-5	61%
6-9	15%
10-19	15%
20 or more	9%

Do you buy or would you consider buying...

Weaned Colts	10%
Yearlings	10%
2 to 3 Year Olds	15%
Broke Horse	42%

What horse products do you buy?

Dewormer	56%
Shoeing / hoof care supplies	44%
Vaccines	49%
Fly Spray	50%
Feeds / supplements	45%

What tack items are you considering buying in the next 12 months?

Saddle	16%
Saddle Pad	26%
Bits / bridles	29%
Cinch	20%
Chaps/chinks	10%



Sabrina Reed

Rates and Dates



Jody Plamersfeld

Display Advertising Rates (Black and White)

	12x	9x	6x	3x	1x
Full Page	5100	5375	5600	6800	8000
Spread	7675	8075	8500	10250	12050
2/3 Page	3950	4150	4375	5250	6175
1/2 Page	3250	3325	3500	4200	4925
1/3 Page	2175	2300	2525	3050	3600

Premium Positions (Black and White)

Inside Front Cover			7600	9175	10800
Page 3			7050	8500	10000
Inside Back Cover			6750	8150	9600
Back Cover			8500	10500	11800

4-Color Charge: Add \$1100

Buyer's Corral

	1x (No scheduled commitment.)
1/6 Page	495
1/12 Page	295

Rates for Apparel and Equine Products

Ask your WR sales rep for information on special rates on apparel and equine product advertising.

Commission and Cash Discounts

Agency commission is 15%.

Terms are 2% discount if paid in 10 days; net 30 days on approved accounts. Cash with advertising copy will receive a 5% discount. Past due accounts are subject to 1-1/2% service charge per month.

General Rate Policy

Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. Short rate will be charged when contract is not fulfilled. All advertisements must conform with the publication's format and meet the necessary mechanical requirements. All advertisements are subject to publisher's approval prior to insertion.

Issue and Closing Dates

Published six times a year. Please see space deadlines as shown in the Editorial Calendar.

Design and Production

Advertising rates are based on camera-ready artwork. Expert design, production and scanning can be arranged and will be charged as follows: Design/Scanning: \$100 per hour/\$50 per image.

Digital Requirements

We can accept your files on CD or via Email or FTP (ads@workingranchmag.com, or call for our FTP info or to provide your own FTP info) provided they are in the following formats: PDF, Quark, PhotoShop or Illustrator (all text to paths whenever possible). Be certain to include all art, fonts and a hard copy (or low-res jpeg) of ad for comparative purposes. Any PC, PageMaker or InDesign files MUST be saved as PDF, EPS, or TIFF files. Emailed files should be "Stuffed" and converted from 300dpi/CMYK files and re-sampled to 72dpi/RGB files. Please call or email and alert us you are sending a file and be sure to reference name of advertiser and issue of publication in

Testimonial

Dear Working Ranch,

Good ads and stories. The entire Cunningham family is sincerely enjoying the magazine. The stories and *advertising* is more pertinent to our family compared to all the breed or event publications we receive. For us, cattle and horses just go together.

The Cunninghams
Oklahoma





subject line. All ads should be hi-res PDFs whenever possible.

Web Ad Sizes

Tower ad: 200px (width) x 670px (height)
 Standard ad: 200px (width) x 250px (height)

e-Newsletter Ad Sizes

Banner ad: 650px (width) x 118px (height)
 Tower ad: 160px (width) x unlimited height

Printing Requirements

Trim size: 8 1/8 x 10 7/8
 Binding: Perfect Bound
 Colors: Four-Color Process
 Images: 300 dpi

Mechanical Specifications

Full page (with bleed)	8.375	x	11.125
Full page (no bleed)	7	x	10
2/3 page vertical	4.625	x	10
1/2 page vertical	4.625	x	7.5
1/2 page horizontal	7	x	4.875
1/3 page vertical	2.25	x	10
1/3 page horizontal	4.625	x	4.875

Buyer's Corral

1/6 page vertical	2.25	x	4.875
1/6 page horizontal	4.625	x	2.25
1/12 page	2.25	x	2.25

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 ranchers with more than 200 head
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Melissa Albertson



Editorial

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