

SAGEBRUSH SOIREE **PHONE A NUTRITIONIST** OUR CALF PRICING TIP SHEET

# WORKING RANCH

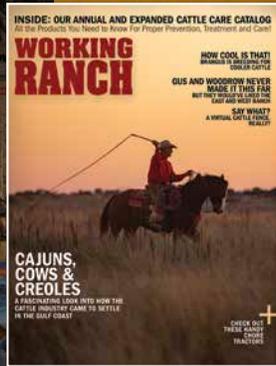
LOVE THESE STOCK TRAILERS

HOLY INTERNET, BATMAN!  
A NEW APP TO HELP YOU PICK THE RIGHT BULL?

IT'S A CIRCLE OF LIFE  
IDAHO PRODUCERS CREATE A GRASS-FED BEEF PARTNERSHIP

COOL YOUR SHIPPING FEVER  
MINIMIZE TRANSPORT STRESS FOR THE CATTLE (AND YOU!)

GOT YOUR BOOTH PICKED OUT YET FOR THE WORKING RANCH EXPO? SEE PAGE 7



# 2022

# MEDIA KIT

# The Working Ranch Nation

Use the Working Ranch Nation to build your brand and marketshare



BY KRISTIN CLOUD



**W**orking Ranch is the nation's leading media brand focused on delivering the best in reading and viewer engagement for America's beef cattle industry.

Our media products connect with your primary customers in ways that are most meaningful to them. Whether it's the authenticity and creativity of our articles; the stunning photography found in our magazine pages and social media platforms; or the relevant content of the Working Ranch Radio Show that airs weekly on Sirius XM Radio Channel 147, or the Working Ranch Expo held during NFR, the Working Ranch Nation connects with America's hard working ranch families like no other media. And to give your ad budget the most efficient reach, we focus on the nation's largest commercial and purebred cow/calf producers, stockers, feedyards and large animal veterinarians.

Come grow your marketshare with us. Brand your products in the highly acclaimed Working Ranch magazine, Working Ranch Radio Show and Podcast, our social media platforms and the Working Ranch Expo!

## The Working Ranch

America's 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 side-by-side markets. They give job security for life to performance horses used for sorting and gathering cattle during the week and trucked to regional rodeos on the weekends.

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, and when your sales reps visit the nation's largest and most progressive ranches, they'll see current and well-worn back issues laying out in plain view on desks and coffee tables as proof that Working Ranch is their favorite read, hands down.

*"You have an uncommonly, well balanced and outstanding magazine. I honestly can't think of a suggestion to improve on what you have and continue to do."*



# Working Ranch Magazine

Leading the industry in reader engagement

## ASK YOURSELF!

When you strip away all the buzz and facts and figures, you're left with really just two important questions:

- 1) Are these the types of readers I need to grow my market share?
- 2) Do the readers spend enough time with the magazine to engage with my ad?

Working Ranch is literally off the charts in both these essential areas. According to a READEX survey, a staggering 52% of the readers surveyed have purchased a product as a result of seeing the ad in Working Ranch. That far exceeds any other media for print or digital. And here's why: 72% of Working Ranch readers say they spend one hour or more reading each issue versus only 21% that spend an hour or more with *Drovers*.

We define the term "enthusiast." Each of our articles has what we call "stopping power"; the ability to hold a reader on any given page for minutes at a time while they read and reread the article to be certain they gleaned all they can from it. And of course the longer they stay on a page, the more meaningful ad impressions it delivers to you.

## Editorial Content

**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 trucks, tractors, ATVs and trailers.

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 traditions and the way it connects one generation to the next.

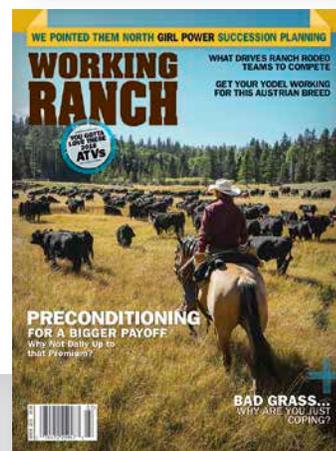
They love watching the sunrise from the back of a horse, not knowing all that will happen that day but knowing all of it will be a blessing because their "office" is the great outdoors. There's an indescribable satisfaction that comes from working with livestock and getting your hands and clothes dirty, 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.

We get it, and we incorporate all of these hopes and dreams along with the challenges and heartbreaks into each issue through our award winning journalists. 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.**



**W**orking Ranch has long advocated that mineral and feed supplements are essential for maximizing conception rates, giving calves a healthy start and improving the overall condition and well-being of the herd. Each issue features a nutrition section that addresses these topics. Whether its feed used as a tool for minimizing stress on newly arrived calves or making sure they are off to a strong start at weaning, inadequate intakes of protein can lead to all kinds of problems and end up costing producers – or stockers – much more in the long run. Ditto for fly and internal parasite control. Cows stay healthier for breed back and stockers and calves gain weight faster when their bodies aren't fighting internal worms, flies and parasites. Working Ranch covers the gamut from pour ons, injectables, additives and ear tags.

And of course we follow the development of calves right through their various growth stages including supplements and trace minerals to help their digestive systems gain better absorption, improved immunity, skin and hoof integrity, bone growth and muscling all aimed at maximizing the value of calves when it's time to sell.

All this starts with achieving high conception rates including special nutritional needs for intensive breeding programs such as artificial insemination or embryo transfer. Body score matters just as much for pasture breeding too, which is why we dive into what producers need to do to prep cows for pre and post conception.

## January/February

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- Feed additives as protection for scours
- Increasing breed back

## March

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- Improving colostrum quality
- The latest in parasite resistance and how to outsmart them

## April/May

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- Fly Season is upon us!
- Special supplement requirements for AI and Embryo transfers
- Calf nutritional needs from birth to weaning

## Summer

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- Maximizing stocker forage for added digestibility
- Supplementing for added pounds at weaning

## September/October

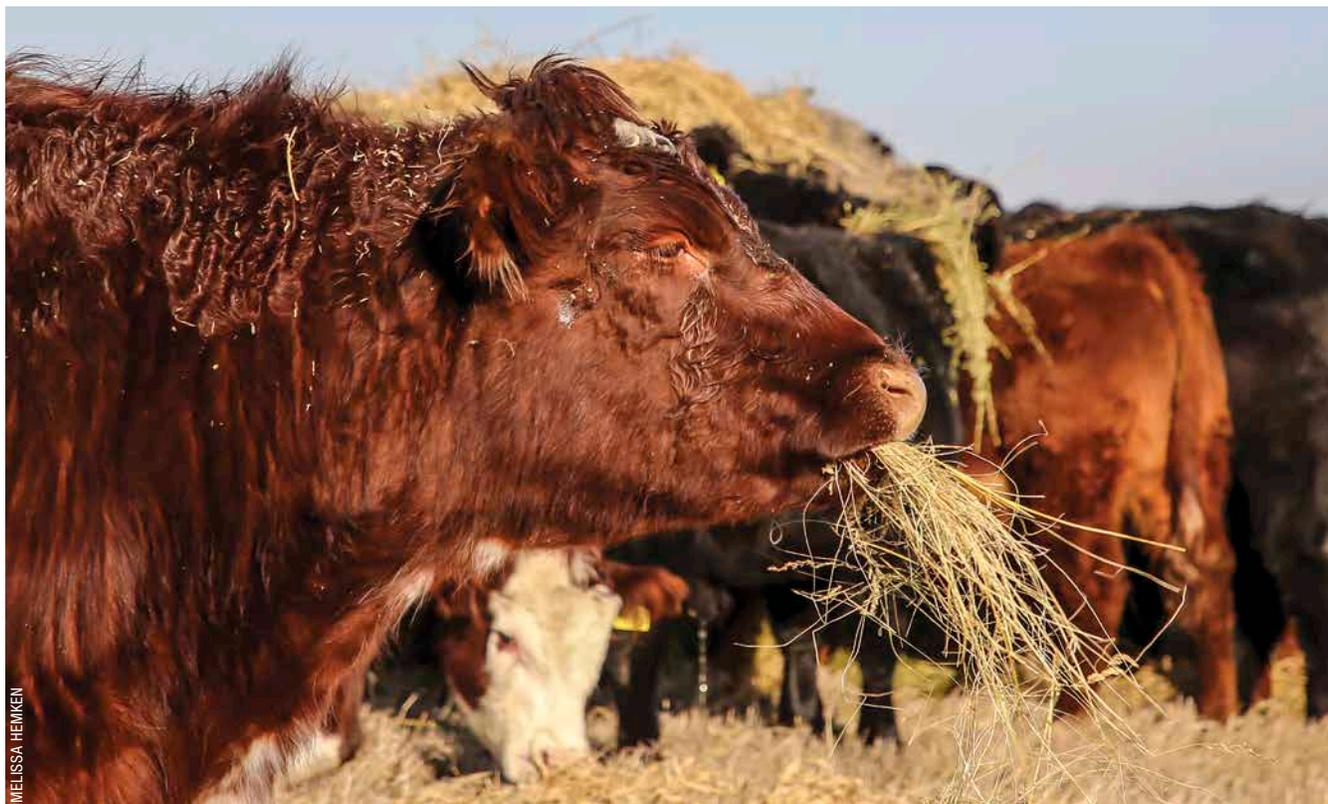
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- Gestation and growth of replacement heifers
- Supplementing end of season forages for protein and energy

## November/December

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- Counterbalancing winter's effect on the metabolic process and body score



# Vaccines and Treatments

**W**hoever penned the words “An ounce of prevention is worth a pound of cure” must have surely been a livestock producer because when it comes to raising beef, no truer words were ever spoken. But increasingly there’s an added incentive in the form of substantial premiums paid per head for ranchers that follow health protocols.

Of course this all starts by providing cows with the protection they need to produce healthy calves; and then providing the calves with the protection they need at branding, weaning and shipping; and then further providing replacement heifers with their own unique needs to prep them for breeding thus completing the circle.

Even though we’re vaccinating for IBR/BVD, pinkeye, scours and blackleg, not everything always goes according to plan which is why each issue of Working Ranch also educates its readers -- which comprise America’s largest cow/calf and stocker operations – on the best available treatments for staying ahead of potential train wrecks.

*“We enjoy your Cattle Care Catalogue list of treatments and prevention.”*

## January/February

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- Limiting lung damage with proper BRD treatments

## March

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- Treating scours before it spreads
- Vaccine protocol before breeding back (and don’t forget the bulls!)

## April/May

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- All clostridials are swiftly deadly, so give calves the max protection at branding
- Those replacement heifers that were calved in Fall? Time to vaccinate now!

## Summer

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- Summer treatments for pinkeye
- Should calves really be vaccinated again at weaning? In a word, yes.

## September/October

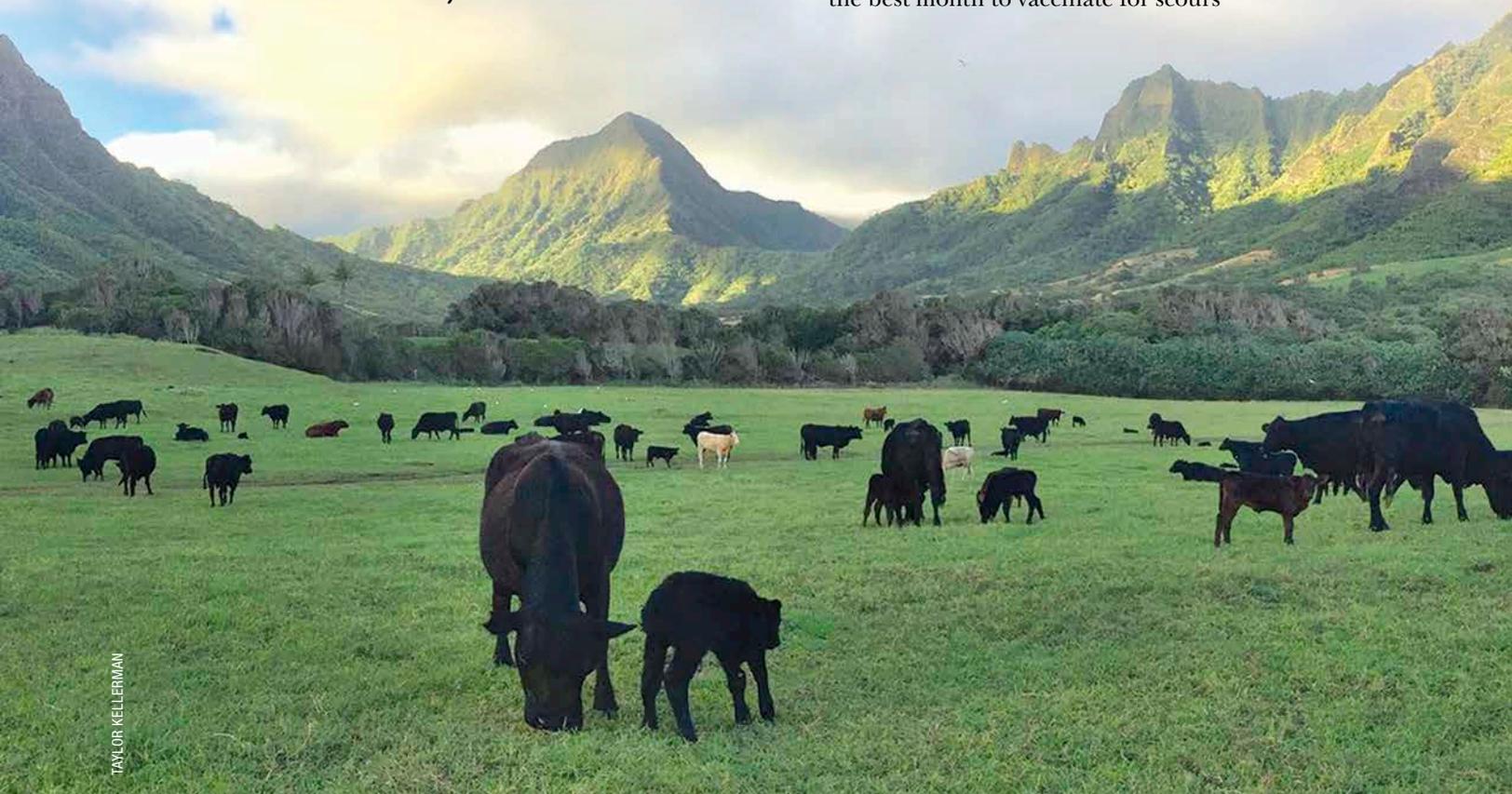
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- Our annual 2022/23 Cattle Care Catalog! Make sure your entire product lines are included!

## November/December

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- Map out your 2022 health protocol with your veterinarian
- Where you live and when you calve determines the best month to vaccinate for scours



# Ranch Wheels

Tractors; Haying Equipment; ATV/UVs; Trailers, Feed Mixers and Pick Ups

**W**e all know that ranchers love their pickups. But did you know that Working Ranch readers on average also own four tractors each? For starters, every ranch requires a backhoe for ongoing jobs such as cleaning irrigation ditches. Then there's the tractors used for haying. And when you consider they also need to buy mowers, rakes and balers, that all adds up to a lot of new equipment purchases each year from Working Ranch readers.

But without a doubt one of the biggest game changers on ranches are ATVs and UVs. We use them for everything from running the kids down to the bus stop in the mornings to hauling feed supplements out to the pastures to loading up the back with fencing materials and a portable generator. And come hunting season, they get us way into the back country with all our camping gear. They have become so indispensable on farms and ranches that it has become the norm to see a half dozen on any given ranch, and that's just the smaller operations. Some of the larger outfits have upwards of 12 or more.

But we're just getting started. We need stock trailers to haul bulls, cows and calves, and horse trailers with living quarters for the weekends when we compete in ranch rodeos two states over. And increasingly, Working Ranch readers are investing more in feed supplements and that means vertical and horizontal feed mixers. So yes, Working Ranch readers are very much into their ranch wheels.

## January/February

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- Light Duty Backhoes

## March

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- Hay Equipment Buyer's Guide

## April/May

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- One ton trucks

## Summer

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- Why we love these ATVs features

## September/October

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- Feed Mixers

## November/December

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- UVs for hauling it all

*"When Working Ranch magazine arrives in the mail, we stop everything and read it first."*



# Western Apparel, Boots, Hats and Outerwear

**W**orking Ranch readers are the original influencers of western boots, apparel and outerwear. Not only do they continue to give authenticity to your brands, they are the nation's biggest consumers of them. Think about it... the smallish segment of city folks that like to identify with "country" when they attend a music festival or rodeo might have one pair of boots and maybe one or two western-style shirts in their closet – and that's it. By comparison, Working Ranch women readers will have a dozen or more pairs of boots and not just work boots, but expensive, stylish boots as well for special occasions. And jeans and shirts? Their closets are full of them.

And where to do the men fit into this equation? Same thing! They own multiple pairs of work boots and "town boots" and will think nothing of dropping \$600 on a nice pair of boots. And of course their side of the closet is full of jeans, vests, and jackets, not to mention summer cowboy hats and winter hats.

Now... here's where things get real exciting if you're a manufacturer or retailer. Ranch families tend to be large with 4 or 5 kids or more, all of whom have their own pairs of boots, jeans, shirts and outerwear. All of this adds up to one ranch family in aggregate will easily have 30 or more boots, 20 pairs of jeans, 20 cowboy hats and 70 or more western shirts plus outerwear.

You can't compare Working Ranch readers to any other western apparel demographic. They are in a class by themselves. Do the math: you would have to reach and pay for 1.5 million in circulation to reach the same buying power of Working Ranch's 55,000 circulation, and that's no idle boast. Working Ranch is simply your most cost effective ad buy in the western apparel market and as an added bonus, they can all be your "influencers" because the city folk take notice of what working ranchers and cowboys wear when they roll into concerts and rodeos.

*"We so enjoy receiving Working Ranch. It is both informative and enjoyable to read. Thanks for producing such a great magazine. We look forward to every issue!"*

## January/February

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- Calving apparel made for getting dirty

## March

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- Work boots and mud boots that pass our muster!

## April/May

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- Jeans and shirts for the Women of the West

## Summer

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- Different hats for different parts of the country

## September/October

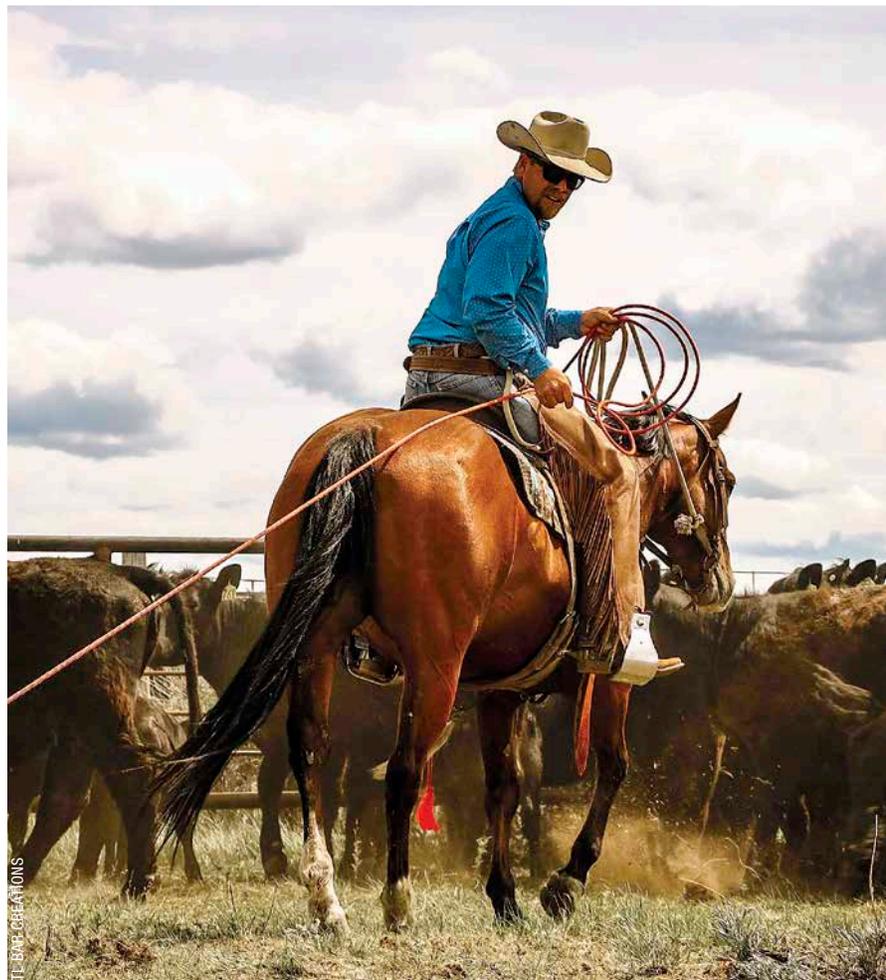
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- Classy boots to fit the occasion

## November/December

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- Outerwear to keep you toasty this winter



# Cattle Handling, Sorting and Scale Equipment



**C**ow/calf operations require lots of equipment and naturally are the most active users of cattle handling equipment. Why? Because cattle health protocols today – and pricing premiums – dictate that cows, calves and bulls all follow a regimen of vaccinations and preconditioning treatments and that means increased demand for all types of cattle handling equipment.

But where to advertise? Which magazine audience will yield the greatest return on your ad dollar investment?

To answer that question, follow the money and see where cattle producers themselves buy ads. Working Ranch carries more purebred ads from seedstock producers than any other medium. It's the best endorsement a magazine can get because after all, when your readers also become your largest ad category, you know that's the magazine that the industry knows is being read and by the right audience.

So whether its squeeze chutes, portable pens, corral panels, loading chutes, scales, sorting alleys, cattle tubs – you name it, Working Ranch is the magazine that reaches the most active users of cattle handling equipment, namely cow/calf producers. And it's endorsed by the industry itself because Working Ranch is also the number one ad buy for purebred cow/calf producers *who spend their own ad dollars* to reach commercial cow/calf producers.

## January/February

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- Crowding tubs

## March

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- Safety features built into working chutes

## April/May

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- Portable squeeze chutes, panel setups and handling equipment for summer grazing

## Summer

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- How scales can help your operation become more profitable

## September/October

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- Loading chute considerations you may not have thought of

## November/December

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- Sorting alleys that make life a little easier

# Ranch Performance Horses and Events

*"This is a #1 magazine. When we're done with it, we give it to other cattle/horse people."*

**B**lame it on Old Hub who dazzled 15,000 spectators in 1898 in the nation's first advertised cutting event. Just look what he started... an entire industry that pays out upwards of \$40 million per year and has given us amazing athletes like High Brow Cat, Duel Rey and One Time Pepto. And no shout outs would be complete that didn't include Driftwood, Two-Eyed Jack, Doc Bar, Little Peppy and Joe Hancock. Yes sir, the list of legends is long but the one thing they all have in common is their working ranch heritage.

And of course cutting is just one of any number of events that Working Ranch readers compete in. Whether it's a Working Ranch Cowboy Association, Western States Ranch Rodeo or Women's Ranch Rodeo sanctioned event or a local rodeo at the county fairgrounds, most every week thousands of ranchers load their stock or combo trailers with their best performance horses and compete in local and regional events for cutting, roping, reining, or barrel racing. If you think you already have this very active segment of the equine market covered, think again because you probably don't.

Working Ranch readers by and large work their cattle by horseback. These same horses that sort and gather during the week are the same exceptional athletes that you see performing at hundreds of rodeos all around our great nation. And just as they provide care and comfort for their cattle, Working Ranch readers also spend significant amounts of money in the proper preventative care, grooming and nutritional needs of their horses. It's quite common for ranchers to keep horses valued from \$10,000 to \$50,000 or more on their ranches. In fact it's not uncommon to have more money invested in their top horse than they do in their primary pick-up truck. For these reasons, Working Ranch is an exceptional ad buys for equine preventative, treatment, feed and grooming supplies, not to mention western tack and saddles.



## January/February

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- Tips for prepping and trailering horses to events

## March

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- Updates to Vaccination Protocol

## April/May

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- Proper care and supplements for healthy hoofs

## Summer

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- Prefab Barns and Stalls You can assemble this Summer!

## September/October

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- Ranch Performance Horse Stallion Issue

## November/December

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- Winter feed, supplements and worming needs

# 2022 Consolidated Editorial Planning Guide



TRICIA SAGNER

## JANUARY / FEBRUARY

**TRACTORS:** Light Duty Backhoes

**NUTRITION:** Feed additives as protection for scours

**NUTRITION:** Increasing breed up

**VACCINES/TREATMENT:** Limiting lung damage with proper BRD treatments

**EAR TAGS:** Matching ear tag features with your needs

**BREEDS:** Our Genetic Showcase and Breed Profile

**BOOTS, HATS AND WESTERN WEAR:** Calving apparel made for getting dirty

**CATTLE HANDLING, SORTING AND SCALES:** Crowding tubs

**RANCH PERFORMANCE HORSES AND EVENTS:** Tips for prepping and trailering horses to events

## MARCH

**TRACTORS:** Hay Equipment Buyer's Guide

**VACCINES/TREATMENT:** Treating scours before it spreads

**VACCINES/TREATMENT:** Vaccine protocol before breeding back (and don't forget the bulls!)

**NUTRITION:** Improving colostrum quality

**FLYS/PARASITES:** The latest in parasite resistance and how to outsmart them

**BREEDS:** Our Genetic Showcase and Breed Profile

**BOOTS, HATS AND WESTERN WEAR:** Work boots and mud boots that pass our muster!

**CATTLE HANDLING, SORTING AND SCALES:** Safety features built into working chutes

**RANCH PERFORMANCE HORSES AND EVENTS:** Updates to vaccination protocol

## APRIL / MAY

**TRUCKS:** These one tons will get the job done

**FLYS/PARASITES:** Fly Season is shortly upon us! Don't let them rob you of gain

**NUTRITION:** Special supplement requirements for AI and Embryo transfers

**NUTRITION:** Calf needs from birth to weaning

**VACCINES/TREATMENT:** All clostridials are deadly, so give calves the max protection at branding

**VACCINES/TREATMENT:** Those replacement heifers calved last Fall? Time to vaccinate now!

**TRAILERS:** Why we love these stock trailers

**BREEDS:** Our Genetic Showcase and Breed Profile

**BOOTS, HATS AND WESTERN WEAR:** Jeans and shirts for the Women of the West

**CATTLE HANDLING, SORTING AND SCALES:** Portable squeeze chutes and panel setups for summer grazing

**RANCH PERFORMANCE HORSES AND EVENTS:** Care and supplements for healthy hoofs

## SUMMER

**ATV/UV's:** Why we love these ATVs for Summer Chores

**NUTRITION:** Maximizing stocker forage for added digestibility

**NUTRITION:** Supplementing for added pounds at weaning

**VACCINES/TREATMENT:** Summer treatments for pink eye

**VACCINES/TREATMENT:** Should calves really be vaccinated again for weaning? In a word, yes.

**FENCING:** Stop repairing and start replacing for less maintenance

**SCALES:** Five reasons why a scale pays off in spades

**BOOTS, HATS AND WESTERN WEAR:** different shaped hats for different parts of the country

**CATTLE HANDLING, SORTING AND SCALES:** How scales can help your operation become more profitable

**RANCH PERFORMANCE HORSES AND EVENTS:** Prefab barns you can assemble this summer!

## SEPT / OCT [Our Annual Cattle Care Catalog Issue](#)

**FEED MIXERS:** See how these state-of-the-art machines can improve your feed needs

**NUTRITION:** Gestation and growth of replacement heifers

**NUTRITION:** Supplementing end of season forages for protein and energy

**VACCINES/TREATMENT:** Our Annual Cattle Care Catalog

**TRAILERS:** With the Fall rodeo circuit in full swing, check out these combos

**BREEDS:** Our Genetic Showcase and Breed Profile with our Texas / Gulf States Supplement

**BOOTS, HATS AND WESTERN WEAR:** Classy boots to fit the occasion

**CATTLE HANDLING, SORTING AND SCALES:** Loading chute considerations you may not have thought of

**RANCH PERFORMANCE HORSES AND EVENTS:** Ranch performance horse stallion issue

## NOVEMBER / DECEMBER

**ATV/UVs:** UVs for hauling feed

**NUTRITION:** Counterbalancing winter's effect on the metabolic process and body score

**VACCINES/TREATMENT:** Map out your 2022 health protocol with your vet

**VACCINES/TREATMENT:** Where you live and when you calve determines the best month to vaccinate for scours

**BREEDS:** Our Genetic Showcase and Breed Profile

**RANCH MANAGEMENT PROGRAMS:** Get a head start in the industry with these programs

**BOOTS, HATS AND WESTERN WEAR:** Outerwear to keep you toasty this winter

**CATTLE HANDLING, SORTING AND SCALES:** Sorting alleys that make life a little easier

**RANCH PERFORMANCE HORSES AND EVENTS:** Winter feed, supplements and worming needs



SETH MOFARLAND

# Reader Survey

## GENERAL

**Which of the following describes your ranch / farm operation over the past 12 months?**

Commercial cow / calf operation.....	78%
Backgrounder / feeder.....	7%
Purebred breeder.....	7%
Stocker.....	12%
Commercial feedlot.....	4%

**How do you prefer to learn about cattle health and ranch-related products?**

Through <i>Working Ranch</i> .....	81%
The Internet.....	28%
Other.....	36%

**How many of the last 4 issues of *Working Ranch* have you read or looked through?**

4 of 4.....	86%
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**What do you do with your back issues of *WR*?**

Share with others.....	51%
Save entire issue for future reference.....	35%

**Aside from you, how many other people usually read your copy of *Working Ranch*?**

One or more.....	87%
2.....	30%
3.....	15%
4.....	6%
5 or more.....	5%

**FACT: Readers say *Working Ranch* magazine's pass-along readership exceeds 156,750.**

**How often do you look at the ads in *Working Ranch*?**

Always / most of the time.....	58%
Sometimes.....	38%
Seldom.....	3%

**On average, how much time do you spend reading/ looking at *Working Ranch* vs. *Drovers*?**

	<i>WR</i>	<i>Drovers</i>
2 hours or more.....	27%	3%
1-1/2 up to 2 hours.....	24%	7%
1 up to 1-1/2 hours.....	21%	11%
30 minutes up to 1 hour.....	23%	25%
Less than 30 minutes.....	3%	12%

**FACT: 72% of *WR* readers spend more than an hour reading each issue vs. 21% for *Drovers*.**

**How thoroughly do you read or look through a typical issue of *Working Ranch*?**

Read more than half.....	93%
Read all or almost all.....	49%

**If you could only read one industry magazine, what one would you choose?**

<i>Working Ranch</i> .....	67%
<i>BEEF</i> .....	13%
<i>Drovers</i> .....	5%

**What types of articles do you enjoy reading in *Working Ranch*?**

Cattle health.....	84%
Pasture, forage and range management.....	82%
Cattle nutrition.....	78%
<i>Rancher's Journal</i> and other ranch lifestyle articles.....	72%
Machinery reviews and equipment tests.....	55%

## CATTLE HEALTH

**Do you have a preconditioning program?**

Yes.....	92%
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**What is included in your preconditioning program?**

Vaccination.....	97%
Internal / external parasitic control.....	90%
Castration.....	81%
ID ear tags.....	67%
Growth-promoting implants.....	38%

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

Internal / external parasites.....	67%
Clostridia (Blackleg, malignant edema, etc.).....	66%
BVD.....	59%
Pneumonia / BRD / Shipping Fever.....	52%
IBR.....	49%
Pinkeye.....	43%
Leptospirosis.....	37%
Foot Rot.....	37%
Scours.....	33%
Haemophilus (Histophilus) Somnus.....	32%
Vibriosis.....	27%
Coccidiosis Bloat.....	9%

**What classes of cattle do you normally vaccinate?**

Calves at weaning.....	71%
Breeding stock.....	60%
Calves at branding.....	58%
Backgrounders.....	20%
Stockers.....	20%
Feeders.....	18%

## EAR TAGS (ID AND INSECTICIDE)

**Which of these pests cause problems for your cattle?**

Face flies.....	77%
Horn flies.....	70%
Lice.....	46%
Ticks.....	19%
Liver flukes.....	9%

## METHODOLOGY

### MAIL SURVEY

The 4-page questionnaire (8.5" x 11" pages) was designed jointly by *Working Ranch* and Readex. Materials production, addressing, mailing, and tabulation were all handled by Readex.

Readex recently mailed survey kits to all 1,500 sample members selected to receive the mail survey. Each kit consisted of a personalized cover letter on *Working Ranch* letterhead, signed by *Working Ranch's* publisher and editor, the questionnaire, a \$1 incentive, and a business reply envelope addressed to Readex, all in an outgoing *Working Ranch* envelope.

### EMAIL SURVEY

The online survey was identical in content to the mail survey. Placement of the survey on a web page and distribution of the electronic survey invitations was handled by Readex. All 4,984 online sample members were contacted via an email in the name of *Working Ranch's* publisher and editor, which included a link to the survey, asking for their participation in the study.

### TABULATION

The survey was closed for tabulation with 1,152 total returns—an 18% overall response rate. Of the 1,152 returns, 494 were received from the mail effort (33% response rate) and 658 online (13% response rate). To represent the true population proportions based on availability of email address (and avoid data weighting), Readex selected a random sample of 286 mail survey returns and 264 online survey returns which were combined for tabulation/analysis.

As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results. The margin of error for percentages based on all 550 tabulated responses is ±4.1 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

*"I LOVE Working Ranch, I find the entire magazine relaxing."*



TL BAR CREATIONS

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

Yes ..... 94%

**What methods of treatment do you use to treat your cattle for internal / external parasites?**

Pour-on ..... 90%  
 Injectable..... 45%  
 Medication in feed ..... 18%  
 Range cube or block..... 13%  
 Drench ..... 10%

**For what reasons do you use ear tags?**

Identification..... 92%  
 Fly control..... 29%

**FEEDING PRACTICES**

**Do you have a trace mineral feeding program?**

Yes ..... 89%

**For what purpose do you feed trace minerals?**

Improve breeding..... 76%  
 To supplement a known deficiency..... 51%  
 Improve weaning weight / health ..... 48%  
 Vet / nutritionist recommendation ..... 32%

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

Tubs ..... 55%  
 Blocks ..... 26%  
 Liquids..... 15%

**EQUIPMENT**

**How many of each of the following do you own?**

Total tractors..... 4.0  
 Tractors over 100hp..... 2.0  
 Tractors under 100hp ..... 1.9  
 Pickup trucks ..... 3.2  
 Livestock / horse trailers ..... 1.8  
 Squeeze chutes ..... 1.6  
 ATVs ..... 1.6  
 Utility vehicles (UV or side-by-side)..... 0.7

**Which of the following do you own?**

Mower – conditioner ..... 63%  
 Rake / tedder ..... 61%  
 Round baler..... 55%  
 Post pounder / auger..... 55%  
 Skid-steer loader ..... 41%  
 Scales ..... 37%  
 Feed mixer wagon / box ..... 30%  
 Small square baler ..... 29%  
 Bale processors ..... 21%  
 Pivot or wheel lines..... 18%  
 Large square baler ..... 5%

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

Tractor under 100hp ..... 6%  
 Tractor over 100hp ..... 6%  
 Skid-steer loader ..... 5%  
 Pickup truck: heavy duty..... 15%  
 Pickup truck: light duty..... 6%  
 ATV / UV..... 17%  
 Baler / rake / mower ..... 9%  
 Livestock / horse trailer ..... 8%  
 Feed mixer wagon / box ..... 3%  
 Cattle handling equipment (chutes, panels, tubs, etc.)..... 32%

Electric fencing ..... 23%  
 Wire fencing ..... 43%  
 Lace-up work boots / pull-on boots ..... 37%  
 Straw hat ..... 20%  
 Felt hat..... 16%

**Would you consider using solar power for your home or barn?**

Yes ..... 52%

**BUILDINGS**

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

Utility outbuilding ..... 13%  
 Calving barn ..... 5%  
 Horse barn with stalls..... 2%

**What is the approximate square footage of building space you are planning to purchase in the next 12 months?**

3,000 or more ..... 34%  
 2,000 – 2,999 ..... 18%  
 1,000 – 1,999 ..... 19%  
 600 – 999 ..... 15%  
 less than 600 ..... 9%

**BREEDING**

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

1 – 3 ..... 46%  
 4 – 6 ..... 15%  
 7 – 10 ..... 4%  
 11 – 14 ..... 1%  
 15 – 19 ..... 2%  
 20 or more ..... 1%

**What is your average cost per bull?**

\$5,000 or more ..... 23%  
 \$3,500 - \$4,999 ..... 30%  
 \$2,500 - \$3,499 ..... 21%  
 Less than \$2,500 ..... 16%

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

Yes ..... 40%

**HORSES**

**How many horses do you keep on your ranch?**

5 or more ..... 27%  
 2 – 4 ..... 28%  
 1 – 3 ..... 7%

**Do you breed your mares to performance horse bloodlines?**

Yes ..... 20%

**Which of the following types of horses do you buy or are you considering buying in the next 12 months?**

Broke ranch horse ..... 37%  
 Roping prospect..... 7%  
 Cutting prospect..... 5%  
 Reining prospect..... 3%

**What horse products do you buy or are you considering buying in the next 12 months?**

Dewormer ..... 51%  
 Fly spray ..... 44%  
 Vaccines ..... 42%  
 Feeds / supplements..... 38%  
 Hoof care supplies..... 25%

**What horse gear do you buy or are you considering buying in the next 12 months?**

Saddle pad ..... 29%  
 Bits / bridles..... 24%  
 Cinch ..... 19%  
 Saddle..... 13%  
 Chaps / chinks..... 9%



JAY ELLIS

# Catch the Working Ranch Radio Show!

## Now on SiriusXM 147!

Saturdays at 11am Central/ 10am Mountain



## Or on the NEW Working Ranch Podcast

*New Podcast every Wednesday!*

RECENT EPISODES:



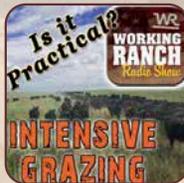
### Ep 21: Certified Angus Beef Program: What has it done?

Certified Angus Beef. It's a brand that has grown exponentially since its beginning in 1978. What has changed over the years and why? Rumors that non-Angus cattle sell under the brand and how the CAB Brand has impacted the beef industry. Paul Dykstra, with Certified Angus Beef LLC is our guest.



### Ep 20: Parasites...control without compromise.

Parasite control is paramount to herd health. If not managed it can be costly to any operation. What does effective control look like for our cattle herd that doesn't build immunity in that parasite population and considers the good bugs in your soil? You might be surprised at what you hear from Dr. Mark Hilton.



### Ep 19: Is Intensive Grazing Practical?

Is Intensive Grazing just another fad or is there something to it. Wilbur Reed of Reed Ranch near Poplar, MT joins us to talk about how and why he moved into Intensive Grazing and will offer some practical advice and details. Plus, meteorologist Don Day on how the increased sun spot activity relates to our long term weather outlook.



### Ep 18: BEEF - Accuracy of Grading, Quality Changes, & Trends

Dr. Bob Delmore from Colorado State University talks about the accuracy of the US Beef Grading System, the trends of Grass Fed and Wagyu Beef, how the quality of beef has shifted in the last 50 years, and what we, as ranchers, need to know about the beef packing part of the cattle industry.

*Hosted by Justin Mills*



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		Podcast Addict	Castbox



# Working Ranch Social Media

No one can create a buzz quite like Working Ranch

If you have been with us in print, you already know the power of Working Ranch to move product. What you may not know is that our social media offerings are “hands down” the most responsive in the industry.



## INSTAGRAM

You want ranch eyeballs? We got ‘em! Our highly interactive Working Ranch Instagram account offers 55,000 active viewers. We dazzle our viewers daily with stunning ranch photography and videos with a “wow” factor or that sometimes will give you a good laugh because lots of funny things can happen when you’re working with livestock! It’s a highly responsive medium to showcase your product with either a still photo or video plus descriptive caption. See the rate card page for more.

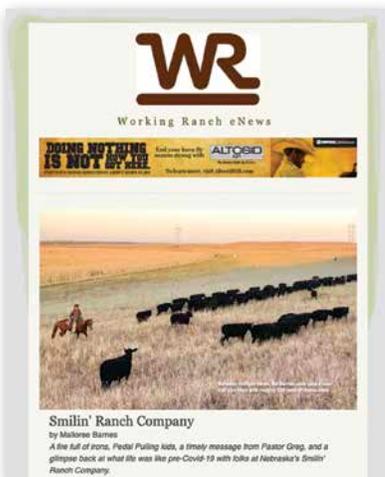
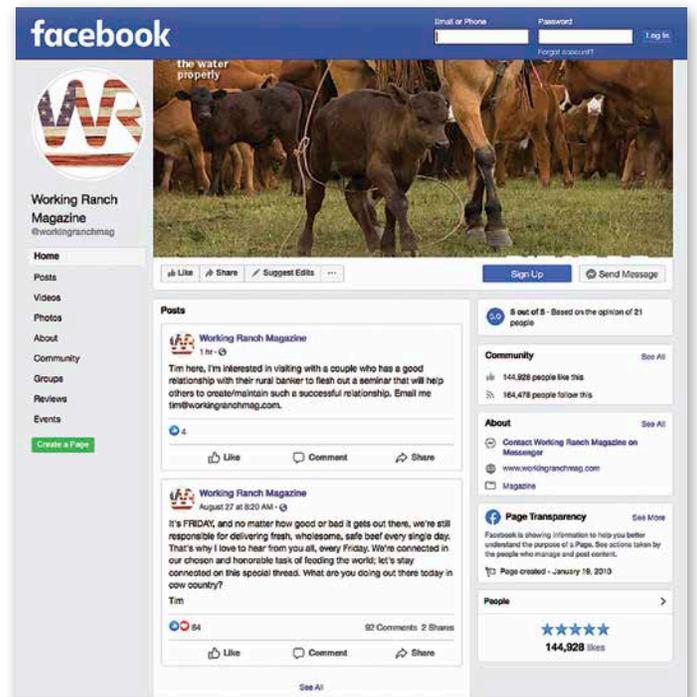
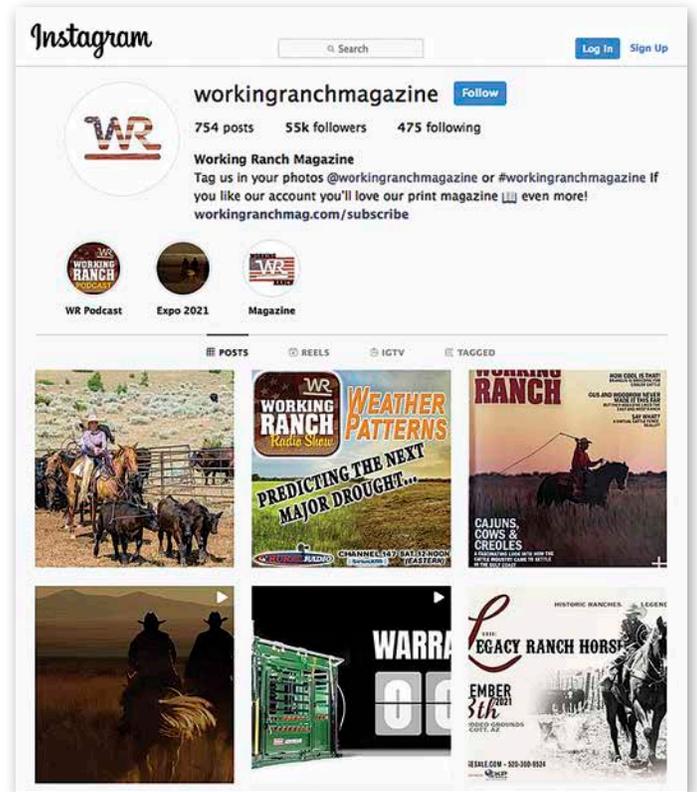


## FACEBOOK

Our 164,500 organic Facebook followers (we do not pay or push for followers) are largely comprised of ranch families across the US. We talk to them and they talk with us. It’s an ongoing conversation that we can readily insert your product into through our highly effective “**Product Placement Program.**” Here’s how it works: Working Ranch Editor Tim O’Byrne introduces your product along with a 75- word description and photo or video supplied by you – along with your website – and moves it to the top of the feed. Within hours and sometimes minutes you will feel the surge in traffic to your site. And not just tire kickers, but real buyers who follow through and purchase your product. This especially works well in conjunction with your print ad when they can see your ad in print and then get prompted through their Facebook visits to make a purchase. See the rate card for more.

## WEEKLY eNEWSLETTER

With over 23,000 opt-in emails, the eNewsletter gives you the opportunity to dominate the news. These are exclusive ad buys: your product would hold the top – and only – banner ad position over the masthead with a live link to your website. E-blasts available. Visit with your friendly WR ad rep to nail down an amazing rate today.



Reserve  
Your Booth!



W E L C O M E

TO THE *Fabulous*  
**WORKING RANCH**  
EXPO

December 8, 9, 10  
2021

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**Throw in Cowboy Christmas in the hall  
next door and you've got a perfect trifecta!**

[WorkingRanchExpo.com](http://WorkingRanchExpo.com)

# Advertising Rates

*"A very good magazine.  
It hits right at home!"*

## THE WORKING RANCH PODCAST

Contact your WR ad rep today, they'll put together a special package just for you that will knock your boots off! Ask them about:

- LIVE READ spots - these host-delivered one-of-a-kind custom commercials are rich in connectivity!
- 30 second spots! Shoutouts! Custom segment sponsorships, and much, much more!

## FACEBOOK "FIRST O' THE WEEK PRODUCT PEEK"

Short (1-3 min.) high quality product/service video upload - NOTE: **164,500 ORGANIC FOLLOWERS!** Monday morning to Friday afternoon, pinned to the top of the WR FB page. Starting at \$2,900.

## INSTAGRAM PRODUCT POSTS

Reach our **55,000** highly-interactive organic IG followers with your product / service video or image post complete with descriptive caption / link. Starting at \$1,900.

## DISPLAY ADVERTISING RATES (BLACK AND WHITE)

	12x	9x	6x	3x	1x
Full Page	5,900	6,275	6,500	7,850	9,150
Spread	8,875	9,375	9,850	11,950	13,950
2/3 Page	4,600	4,850	5,050	6,100	7,000
1/2 Page	3,800	3,875	4,050	4,850	5,750
1/3 Page	2,550	2,725	2,950	3,575	4,225

## PREMIUM POSITIONS (BLACK AND WHITE)

	6x	3x	1x
Inside Front Cover	9,050	10,700	12,650
Page 3	8,300	9,800	11,525
Inside Back Cover	7,850	9,475	11,050
Back Cover	9,800	11,125	13,650

**4-COLOR CHARGE** Add \$1,195

**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 per year. Please see space deadlines as shown in the Editorial Calendar. Ad materials are due three business days after the Space deadlines.

**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 (christine@workingranchmag.com, or call for our FTP

## PRINTING REQUIREMENTS

Trim size	8.125" (width) x 10.875" (height)
Binding	Perfect Bound
Colors	Four-Color Process
Images	300 dpi

## MECHANICAL SPECIFICATIONS

	width	height
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"
Two-page spread (Live area)	15.375" x	10"
(with bleed)	16.5" x	11.125"
(no bleed)	16.25" x	10.875"

## BUYER'S CORRAL

	rate	width	height
1/6 page vertical	\$495	2.25" x	4.875"
1/6 page horizontal	\$495	4.625" x	2.25"
1/12 page	\$295	2.25" x	2.25"

## WEBSITE BANNER AD

	rate	width	height
Box	\$400/month	300 x	250
Super Box	\$795/month	300 x	600
Banner	\$1,300/month	728 x	90
Super Banner	\$1,900/month	970 x	250
Video	\$1,295/week		

info or to provide your own FTP info) provided they are in the following formats: PDF, PhotoShop or Illustrator (all text to paths whenever possible). Be certain to include all art, fonts and a hard copy (or hi-res jpeg) of ad for comparative purposes. Any PC, PageMaker, Quark Xpress or InDesign files MUST be saved as PDF, EPS, or TIFF file. Emailed files should be zipped. Please call or email and alert us you are sending a file and be sure to reference name of advertiser in subject line. All ads should be hi-res PDFs whenever possible. Thank you.

**ALL AD MATS TO:**  
**christine@workingranchmag.com**

# Ad Deadlines and In-Home Delivery

## JANUARY / FEBRUARY Invoiced in January 2022

Closes Nov. 26 / Ad mats due Nov. 29 / In-Home Dec. 29, 2021

## MARCH - ANNUAL STALLION ISSUE

Closes Jan. 7 / Ad mats due Jan. 10 / In-Home Feb. 10, 2022

## APRIL / MAY

Closes Feb. 18 / Ad mats due Feb. 21 / In-Home Mar. 17, 2022

## JUNE / JULY

Closes May 6 / Ad mats due May 9 / In-Home June 9, 2022

## SEPTEMBER / OCTOBER

Closes Jul. 22 / Ad mats due Jul. 25 / In-Home Aug. 25, 2022

## NOVEMBER / DECEMBER

Closes Sep. 16 / Ad mats due Sep. 19 / In-Home Oct. 20, 2022



# WR

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