

# ONE SIZE DOESN'T FIT ALL

*Following 18 months of change in Angus Media,  
the American Angus Association's publications reach their  
target audiences with a business sense.*

*by Julie Mais, editor*

**H**ighlights underscored by deep shadows. A piercing eye adorned with three fine eyelashes. The tiniest of details of the Angus breed were magnified in the January 2018 *Angus Journal* cover, marking a new era of the publication and the undercurrent of changes being made in Angus Media.

It had been 20 years since the *Angus Journal* underwent a redesign, and in 2017, under the leadership of the then-new Angus Media President Rick Cozzitorto, the time had inevitably come to make a big change.

"We thought it would be a great idea to redesign the *Angus Journal* to make it more modern and increase readability for our audience," Cozzitorto says of the redesign made a year ago. He highlighted that most importantly, the redesign was making the publication better for American Angus Association members, *Angus Journal* advertisers and Angus Media customers.

It's been more than a year of anticipated changes coming to fruition. On the coat-tail of updating the Association's flagship publication, seasoned editor

Shauna Hermel continued the momentum and lead striking changes to the *Angus Beef Bulletin* — The Commercial Cattleman's Angus Connection.

"The redesigns have been well-received within the industry," Cozzitorto says. "Readers and advertisers alike want to see exciting, fresh, new pieces." And, he says, the redesigns have provided just what they are looking for.

"When people pick up these publications they love the fresh new look, but the most important thing is they are reading from cover to cover again," he says. "Our team works extremely hard to bring great stories, but now they have come alive. We have included larger photos and new design elements."

In the January 2019 *Angus Journal*, readers will notice more design updates, he says. "The *Angus Journal* team basically did another redesign within a year. They have made it easier to read and fresher, with more white space. I am really proud of what Julie Mais (editor), Jaime Albers (graphic artist) and Lindsay King (assistant editor) have put together, working together as a team to make this thing look fresh again this year."



Cozzitorto notes a reinvigorated advertising base in both publications. “We have turned the tide. Our books are both up in advertising for the first time in 10 years,” he shares. “The best part is, our advertisers are getting a greater response from a customer base who likes it. The better the editorial is throughout the publication, not only do customers read it, but they also look at the ads for a longer period of time.”

Print is hotter now than it has ever been, especially at Angus.

“Of our readers, 78% still prefer print over digital,” Cozzitorto says. “This is a big market for our breeders and a great way for advertisers to share their message.”

Cozzitorto adds that the *Angus Journal* and *Angus Beef Bulletin* serve two distinct purposes and reach two different audiences — resulting in different editorial content needs.

“One thing you will notice is we have two magazine editors, which has been one of my goals since I got here,” Cozzitorto says. “We have two different books with two different audiences.”

Hermel, who spent 20 years as editor of both publications, says, “To put it simply, the Angus seedstock business has immense diversity in itself. The *Angus Journal* focuses on information to help Angus members thrive in the seedstock business. The *Angus Beef Bulletin* has long been an untapped resource to help commercial customers understand how to make the most of the Angus genetics they purchased, as well as to help our seedstock breeders market their programs to commercial cattlemen.”

Cozzitorto adds that in the past, the one editorial team was stretched too thin to adequately focus

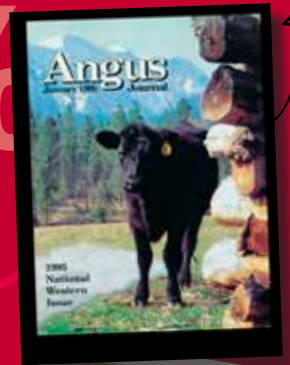
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# ANGUS JOURNAL

13,000  
subscribers

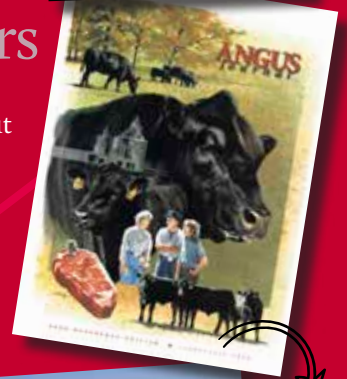
Providing  
information  
for Angus  
breeders

1995



78%  
readers  
prefer  
print  
over digital

Advertisers  
can reach  
readers for about  
8 cents  
a touch point



1998

celebrating  
100  
years

ADVERTISING  
pages compared  
to previous year



2017

+114%

EXCITING  
FRESH  
NEW

2018



# ANGUS BEEF BULLETIN

65,000  
Circulation

Commercial Cattlemen's  
Angus Connection

ADVERTISERS  
can reach  
readers for about  
**2 cents**  
or less a touch point

Advertising  
pages compared to  
previous year  
**+146%**



In addition to a change in design, Angus Media has spent the last 18 months taking a hard look at costs, especially when it comes to paper and postage.

“We have found postage, printing and paper costs have skyrocketed over the last two to three years,” Cozzitorto explains. Postage had a 15% increase in just the last year.

“In the *Angus Journal* advertisers can reach a reader for about 8 cents a touch point, and through the *Angus Beef Bulletin* a potential customer can be reached for around 2 cents or less. You cannot even send a postcard for that. It is an affordable way for our membership to reach their target audience. And, it is a great way for us to provide that service to them.”

Cozzitorto says Angus Media will keep making improvements year after year.

“We think this is valuable, and we want to make sure both of these publications are available to the membership at a cost-effective rate,” he explains. “We have not raised [advertising] rates to the membership for either publication for quite some time. We are really excited about that and happy to bring a little bit of a business aspect back to the publications so we make sure we are doing the best thing we can for the membership.”

Pfeiffer adds, “Angus Media has to be profitable, and we have to ask, ‘how can this entity become more competitive?’ But in the same token, it’s still a service organization, and it provides services for the membership. So, the balancing act is providing good services at a competitive price.”

In the not-so-distant future, Angus Media will make big strides to lessen that tension.

At the 2018 Angus Convention this past November, Angus Media team members provided a sneak peek into the new sale book portal, or “the machine,” as Cozzitorto likes to call it, which will be available to breeders in 2019. The sale book portal

on the different audiences and make needed advancements. Much of the same editorial was printed in both publications.

“When you can be specific and direct to your customers, they spend more time reading the publication,” he says. And, he adds, advertisements are read more, as well.

“We are really proud about not only having two editors and two editorial staffs, but we have cut back on the outside services and brought more of it back in house,” Cozzitorto explains. “This change has been accepted throughout the industry by a lot of experts, and it was a positive move for our publications. Now we have two publications that are bringing you the best information in the industry.”

## Investment for all

Being a for-profit entity of the Association, John Pfeiffer, American Angus Association president and previous chairman of Angus Productions Inc. (API), says Angus Media is as focused as he’s seen it working off of budgets.

will offer new ways for sale managers and breeders to market programs and create sale books.

“The Angus business and our membership are diverse, with 77% of our membership owning 40 head or less and a portion of that remainder owning 100 head and more,” Cozzitorto says. “The machine’ is a way for people to reduce cost by using their time to help build their sale books. Whether you have a 10-head sale or 10,000-head sale, we can provide you the most cost-effective avenue to promote your sale.”

New features to be offered through the sale book portal include integrated video, augmented reality and, most importantly, Cozzitorto says, expected progeny differences (EPDs) updated weekly in online sale books. Breeders will also be able to print sale-day books with the most up-to-date information making update sheets a thing of the past.

“This will revolutionize the industry,” Cozzitorto says. “Our entire Angus Media print services team, led by Sara Reardon, general manager, have been working on this for a year. I want to thank the Association Board of Directors for investing in this for the membership. We’ve been doing our sale books the old-fashioned way for decades. We can now bring some technology in to make sale books cooler, more tech-savvy and easier to use, but more efficient and cost-effective for our membership. I also want to thank our team who put in the work to bring this to reality.”

Pfeiffer adds, “This new sale book portal may be the most

beneficial thing to breeders of all sizes we’ve seen in quite a while. A lot of the small-scale breeders cannot invest in having somebody to totally make

their sale book, do all the arrangements and then the printing that goes with it. This

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— John Pfeiffer

technology at Angus Media will offer services at competitive prices.”

Cozzitorto recognizes the changes happening in Angus Media are both well-received and not.

“Change is constant and will happen,” he says. “All we ask is if you have any questions, or if you are concerned, give us a call. Our job here is to help you market your animals. We want to keep you in the Angus business as long as possible for generations and generations to come.”



In August 2019, the *Angus Journal* will celebrate 100 years. First published as the *Aberdeen-Angus Journal* in August 1919, in 1978 the American Angus Association purchased the publication now known as the *Angus Journal*.

“Publications seem to be disappearing quickly at the present time, so the fact we’ve been able to survive 100 years is really important,” Pfeiffer says. “It speaks to the fact this publication has always realized it’s a service to the membership. And because of that, the membership continues to support it. If they didn’t, the *Angus Journal* wouldn’t have made it 100 years.”

In any business, tough choices must be made. “I’m sure if we go back and look when the Association bought the *Angus Journal*,

there were a bunch of members saying, ‘why are they wasting money on that?’ And it’s turned out to be a good purchase. It’s been valuable to the membership.”



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