



SECRET'S OUT



After 100 years, the secret recipe for getting your operation noticed is laid out on the table for all to see. Advertising in the Angus Journal is a longtime tradition for many and a new endeavor for others. Isn't it about time to learn why?

by Lindsay King, assistant editor

“Advertising in the *Angus Journal* is a must if you care anything about promoting your herd,” says Jim O’Neill from Logan, Iowa.

O’Neill Angus Farms started in 1951 and 10 years later the family realized advertising was the key to taking their operation to the next level.

“We started advertising with the *Journal* when it was still located in Webster City, Iowa,” O’Neill says. “The first big bunch (9 head) of Angus bulls we sold went to Montana and it was because of our *Journal* ad.”

O’Neill has advertised with the *Angus Journal* for the last 58 consecutive years, and counting.

“Advertising in the *Journal* has been very good for my overseas business,” O’Neill says. “You’d be surprised how many people in other countries pay attention to the *Angus Journal*.”

Selling bulls to Australia in the 1980s kicked off O’Neill’s international market. He regularly gets

calls from places like Sweden and Denmark.

Veryl Jones, a regional manager at the time, got O’Neill hooked on advertising in the *Angus Journal*. The results of doing so is what keeps him coming back year after year. O’Neill says Jones was probably one of the greatest fieldmen of all time.

“People listen to people they respect, that’s worth a lot,” O’Neill says. “Veryl Jones was that for me.”

Jones also told O’Neill he needed to buy a right-hand page. This is something O’Neill has clung to religiously over the years.

RMS FOR MVP

Without regional managers, the Angus world simply wouldn’t go around. This was true for O’Neill back in the 1960s, and it holds true in the 21st century.

“RMs (regional managers) direct producers to use their advertising dollars where they will be most effective,” says Kurt Kangas, American Angus

Association regional manager covering Montana, Wyoming and Alaska.

Kangas takes a fresh approach by combining the power of print and web advertising. He says that print is an integral part of an advertising campaign, but also encourages his producers to couple it with their webpage, social media and relationships.

“Video is a huge aspect of advertising cattle, it’s becoming more valuable to both registered and commercial guys,” Kangas says. “That goes back to using internet marketing strategically. A good print ad drives people to the ranch webpage.”

Far from their roots of rubber cement and rulers, design programs can be accessed from a tractor cab nowadays and cranked out in a matter of minutes.

“Some of the producers have their own people to build their ads so they are mostly just sending a file over,” Kangas says. “Others prefer to have the Angus Media team design their ads.”

Advertising in the *Angus Journal* gets producers more than just 13,000 pairs of eyes on their ad. The Angus Media team offers their design services — as a premium service for no extra cost — when an advertisement in the *Angus Journal* is purchased.

“There’s real value for producers to advertise in the *Angus Journal*,” Kangas says. “It’s an ideal avenue for getting your name in front of a lot of people.”

PRINT’S NOT DEAD

In a world seeking instant gratification, producers want to make sure their print advertising dollars are making a difference in their bottom line. Many worry that print is a dying breed.

After 100 years in continuous production, it’s clear the *Angus Journal* is a highly sought-after publication that shows no signs of slowing down.

A 2016 U.S. consumer survey by Marketing Sherpa revealed that readers place their trust in print advertising when making a buying decision. The tangible experience of flipping through a magazine is a lot of competition for the screens that dictate the day in 2019.

“We receive worried calls every month if subscribers get their *Angus Journal* even a day later than normal,” says Jacque McGinness, Angus Media

circulation coordinator.

“Our subscribers are anxiously waiting for their *Angus Journal* to arrive and a majority of them read it from cover to cover within 24 hours of receiving it.”

The demographics of the *Angus Journal* have certainly changed in the last 100 years, but the preference for print remains a constant.

“When we look at the *Angus Journal* audience, they are typically the more progressive cattlemen that understand the value of investing in their cattle herd,” says Kathy LaScala, Angus Media corporate sales manager. “The longevity of the publication is synonymous with value for those receiving it. It is their bible for the Association essentially.”

ABOUNDING ADVERTISING

“When it comes to agriculture, print continues to be the foundation of most programs,” LaScala adds.

This is for both producers and corporate companies seeking to get their name and products in front of an audience.

“People buy from people,” LaScala says. “No matter what industry you are in, it’s always about the relationship you build.”

Companies want to partner with the *Angus Journal* because of the producers it services. Of the top seedstock producers in the country, 72.5% of them raise Angus cattle and they are the ones companies want to align with for their products and services, LaScala says.

Each *Angus Journal* is packed in a polybag to protect it from possible damage during the mailing process. This creates a unique advertising opportunity for both producers and companies.

“We can do a lot of unique things with a ‘ride along’ that provides more touch points for our advertisers,” LaScala says. “Aside from an ad page inside the *Journal*, we can put your promotional material in the polybag.”

The opportunities for advertising are boundless and the *Angus Journal* is leading the charge as it looks forward to its next 100 years. 