

# from the office

## LEAD IN

by Dr. C.K. Allen  
Executive Vice President  
American Angus Assn.

The introduction of ANGUS JOURNAL continues to be among the most talked-about occurrences in the livestock industry.

The National Cattlemen's Assn. is producing 5,000 reprints of an ANGUS JOURNAL article for circulation, and many favorable comments have been received, not only from Angus breeders but from breeders of other breeds as well as editors of other farm publications. Interestingly enough, some of the comments from breeders of other breeds are "We are putting in an Angus unit," "Where can we find some good Angus cows?" and "Looks like the Angus breed has more potential for advancement, increased prices and more investment potential than any other."

A recent survey of ANGUS JOURNAL circulation provides some very interesting information about JOURNAL readers:

### Survey

(1) 83% of the people receiving ANGUS JOURNAL like it and only 1% say they don't. Most of the balance reached in the survey were wives who said their husbands take and read the JOURNAL, but they didn't know their husbands' opinions. (2) 95% actually own cows and are actively involved in the cattle business. (3) 37% of the people receiving ANGUS JOURNAL use A.I. (4) 45% plan to buy Angus cattle within the next 12 months.

(5) Only 4% of the respondents say they do not actively read ANGUS JOURNAL, and one-third of those have Hahne lifetime subscriptions that we are obligated to honor. (6) Practically no household receives more than one copy of ANGUS JOURNAL and, on the average, there are 2.25 readers per magazine, which establishes an effective readership of the November issue of 83,250.

### JOURNAL Rates

At the last American Angus Assn. board meeting, the board members said they had received many comments from advertisers about the high cost of advertising in ANGUS JOURNAL; subsequently, they voted to lower the advertising rates. (See Figure 1 for new advertising rates.)

The large reduction in rates was made possible primarily by the fact that we have a new printer and that the cost of printing has been reduced by 20%. The board also reasoned that a reduction in advertising price would stimulate more advertising, which would spread our fixed costs over

Figure 1. ANGUS JOURNAL Advertising Rates Effective Dec. 1, 1979

	1 Time	6 Times	12 Times
1 Page	\$595	\$565	\$535
2/3 Page	450	425	405
1/2 Page (Island)	405	385	365
1/2 Page	345	325	310
1/3 Page	245	230	220
1/4 Page	215	205	195
1/6 Page	140	135	130
1 Inch	35	33	30

more pages and make an even lower rate feasible. In lowering the rates, the board abandoned an earlier plan to balance the books by the end of two years and accepted the responsibility for any loss incurred by ANGUS JOURNAL during the next year.

### Ring Service

The board also approved a staff request to provide ring service, which has been something many breeders have requested. This will be just another service ANGUS JOURNAL will provide, and the JOURNAL staff continues to provide even more service as time goes on.

For example, they now provide a catalog request card in each issue that makes it possible for readers to easily request sale catalogs and provide sellers with a list of people interested in their sale. Xerox ad proofs are sent to all advertisers whose copy is received and completed by closing date. This means that advertisers know what their ads look like before they are printed and can make corrections. The JOURNAL also has added a regional breakout so catalogs can be delivered in the JOURNAL to just one section of the country. ANGUS JOURNAL's catalog service includes complimentary over-runs. Also, the JOURNAL does not charge any breeder for laying out his ad.

It is important now that use of the JOURNAL by advertisers be increased. Like any new idea, ANGUS JOURNAL has had its detractors, and only a small percentage of Angus breeders are using it in the most effective way.

### Small Breeders Favored

The new ANGUS JOURNAL provides a merchandising tool never before available to small breeders. First of all, it makes the national Angus market available to all breeders at a reasonable price. Certainly not every breeder will run a page each month. Not many breeders with 10 or fewer or 30 or fewer cows will run a page periodically; but any breeder, no matter

how large, who uses improved technology and develops a truly superior bull can introduce that bull to the entire Angus market for a very reasonable cost compared to his value. In the past, the only way to reach the total Angus market was by advertising in a half dozen different publications, and this definitely was not feasible for most breeders. Only a few breeders with lots of cows and a large advertising budget could afford such an advertising program.

To be sure, small breeders must be innovative to communicate and capture attention, but they do have the opportunity to merchandise a tremendous individual competing with all other breeders. More important, they have the opportunity to use ANGUS JOURNAL to merchandise commercial bulls or other breeding cattle. Anyone who has cattle that are good enough for registration or semen available from a bull that is good enough to improve the breed can afford \$35 for a classified ad in the "Cattle for Sale" or "Semen for Sale" section.

### Points to Remember

Partial-page ads are also effective in merchandising cattle. Remember, all Angus breeders in your area get the ANGUS JOURNAL—and 10,000 commercial breeders across the United States also receive it. Also remember that 37% of the ANGUS JOURNAL readers use A.I. and 45% of them plan to buy Angus cattle in the next 12 months.

ANGUS JOURNAL's advertising rates are higher than any other Angus publication and higher than some multi-breed publications. However, they are not so high as most multi-breed publications, and no publication anywhere in the world exposes your ad to as many potential buyers per dollar invested as does ANGUS JOURNAL.

As you are aware, there have been several new Angus publications introduced for various reasons. One of the reasons is

*Continued on Page 28*

---

# LEAD IN

*Continued from Page 17*

because the publishers disagree with policies and approaches of the new ANGUS JOURNAL. Any change creates controversy, but a survey of ANGUS JOURNAL readership shows that more than 30,000 like the new JOURNAL's approach, while less than 400 are opposed to it.

## **Falsehoods, Rumors**

Some of the people who have established other Angus publications have tried to sell their publications by spreading false statements and rumors about ANGUS JOURNAL and by misrepresenting the circulation of their publications. That approach magnifies controversy in the short run but is not effective in the long run.

All ANGUS JOURNAL and American Angus Assn. employees are operating under instructions to be positive and not make derogatory comments about other publications. I am confident that over the long range what we actually do and the service and circulation that we actually deliver will be far more important than what we or anyone else says.

I am proud of the way the ANGUS JOURNAL staff has responded to the opportunity, and all Angus breeders should be proud, because it is your publication. The staff of the ANGUS JOURNAL are a new group who have been working together only for a few months, but in that short time they have produced a magazine that has captured the imagination of the entire livestock industry. They already have earned the position of the best publication in the industry. 