



Angus Stakes

► by **Terry Cotton**, general manager

Parts offer service to customers

At Angus Productions Inc. (API) we are always looking for ways to better serve our customers. As an example of this, you'll notice that this issue is published in three parts, with this editorial appearing in Part I of III. Simply put, this format provides an outlet for seedstock producers to reach a national audience at an affordable postage rate, while meeting postal regulations.

Part I

Ten years ago, sale books were published bound into the magazine as regular advertising pages. But, having material bound into an issue made it a little inconvenient to take to the sale.

One of the reasons we transitioned to our current printer was its ability to magna-strip the sale books into the *Angus Journal*. It was a great convenience to both the advertiser and the reader to compile this form of advertising into a stand-alone piece. Bound into the magazine, they became eligible for the basic periodicals postage rate, thus holding down our mailing costs. The number of sale books magna-stripped into our spring and fall issues is testimony to the popularity of this option.

However, there are still limitations. The weight of the sale book must be less than 4 ounces (oz.) in order to magna-strip. Depending on the weight of the cover stock and the paper for the text pages of the piece, this equates roughly to a 56-page sale book.

To be mailed with the *Angus Journal* to the magazine's readership, bigger pieces have to go into the polybag and, considered an

advertising piece with no editorial, we are charged a higher postal rate.

Sales are trending larger, with more lots per sale. Therefore, more advertisers are requesting to put sale books larger than 56 pages in the polybag with the *Angus Journal*.

There's also a postal limit (16 oz.) to the weight of the material not designated as part of the magazine that can be polybagged with the magazine. That weight restriction again limits the number of customers we can serve with the polybag option — and the reason we haven't been able to put all sale books in the polybag as many readers would prefer.

Part II

As you'll recall, last March was the first time we used the Part I/Part II format, which truly originated out of need. With too many ounces to fit in the polybag, we were faced with a dilemma, so we asked our printer for some problem-solving assistance. We think our printer came through for us with an option that is cost-effective to the advertiser and convenient to the reader.

The Post Office allows us to package the

magazine in multiple "parts," and while the total package must be at least 25% editorial, any "part" can be entirely advertising. Each "part" must carry the *Angus Journal* flag (the *Angus Journal* nameplate with the volume, number and part designation).

So, in a sense, we're back to the way we did things 10 years ago, printing sale book pages as part of the *Journal* itself. This format allows us to partition the sale books as separate "parts."

If that's the case, you might ask, why don't we do them all that way? First, there are limitations to the number of parts that can be handled.

Second, there are additional printing costs involved. Actually, the most cost-efficient way to package and distribute the sale book advertising is bound as consecutive pages in the main part of the book like we did a decade ago.

Saddle stitching, trimming and magna-stripping into the magazine at the periodical postage rate would be the next most cost-effective option, followed by packaging it as a part (for example, Part II of II), which, in addition to saddle stitching and trimming, includes the cost to have a wrap cover with the *Journal* flag.

Polybagging with the *Angus Journal* as a separate advertising piece also remains an option.

Part III

Being Part II or Part III of the *Angus Journal* won't be the best option for everyone, but it will give API the opportunity to provide cost-efficient vehicles to help Angus members market their cattle and to provide *Angus Journal* readers the most industry information in a convenient package.

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