


Introducing Angus Media

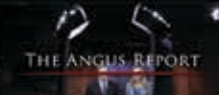
ANGUS MEDIA

Call Us Today: 1-800-821-5478 Contact@angusmedia f t in


Are you ready for sale day?

Five items to consider before starting your sale book.






Top Headlines - September 7th



Speaker Sensation



Respond To Website Trends

What's Growing in Your Pastures?

Do you know what's growing in your pastures? Do you have the best mix of grasses and legumes for your herd?

Serious Stewardship

It was mighty dry in 2012. Duane Pelster had to partially destock his Nebraska Sandhills ranch.

Know What's in Your Forage

The beef industry benefits from those research and development advancements that lead to new products and technologies.

Cover Cropping for Cattlemen

"Mother Nature doesn't like bare ground" may be the first thing you hear from a cover-crop proponent.

Current Issue



Fall Wonder

Young farmers and ranchers are in the spotlight as we share herd features on the breed's next generation and highlights from the 2015 National Junior Angus Show.

f t in

Subscribe
Digital Edition

Featured Websites



Sitz Angus



New Haven Angus

View All Websites
Feature Your Websites


Upcoming Sales & Events






View More Sale Books
Feature Your Sale Book


Recommended Articles




What's Growing in Your Pastures?
Do you know what's growing in your pastures? Do you have the best mix of grasses and legumes for your herd?




Serious Stewardship
It was mighty dry in 2012. Duane Pelster had to partially destock his Nebraska Sandhills ranch.



Know What's in Your Forage
The beef industry benefits from those research and development advancements that lead to new products and technologies.




Cover Cropping for Cattlemen
"Mother Nature doesn't like bare ground" may be the first thing you hear from a cover-crop proponent.



Identify the Best
By testing your cattle with the Zoetis i50K, you can identify the very best your herd has to offer. Learn more online.

News Room

Angus TV



The Angus Report: Top News

Sept. 7 — Top news includes how millennials will shape beef demand, springtime registered Angus sales, trade priorities in Washington, an upcoming CattleFax seminar and much more.

The Angus Report: CattleFax Market U

The Angus Report: Supplying the Brand

The Angus Report: Around the Angus World

The Angus Report: Horizons

Angus TV

Angus Calendar

Date	Event	Details
10/15	Sunlope Farms Live Auction/Broadcast Livedboro, Maryland	Sale book
10/15-16	Marty Cattle Co. (Online Only www.angusauctions.com) May Springs, Nebraska	Details
10/15-16	American Angus Ass'n Board Meeting Wooster, Ohio	Details
10/15-16	Canadian Angus Convention Calgary, AB Canada	Details
10/15	Montana Stockgrowers Ass'n Mid-Year Meeting Bozeman, Montana	Details/Sale book
10/15	Leonard Newman Online Embryo Sale Carmel, Indiana	Details
10/15-16	Alabama Angus Ass'n Field Day & Jr. Preview Show Auburn, Alabama	Details
10/15	Kansas Jr. Angus Preview Show Hutchinson, Kansas	Details
10/15	Dorrel Farms Online Embryo Sale Spencer, Indiana	Details
10/15	Kansas Jr. Angus Preview Show Hutchinson, Kansas	Details

Full Calendar
More Reports/Results

Angus Reports/Results

68 ■ ANGUSJournal ■ November 2015

The new Angus Media website is your ultimate source for Angus news and marketing services.

by Jena McReil, digital editor

What's your favorite website? The place online you visit religiously for the latest news, trending videos or social updates from friends and family? Our favorite digital spaces offer interactive ways to learn, engage and be entertained — and not just on computers, but nearly 24 hours a day on smartphones and tablets.

Angus Media invites you to visit its new website, www.angus.media.

Similar to www.angus.org, www.angus.media is the URL you will need to access the brand-new website for everything Angus Media. From award-winning editorial content to breeder sale books and websites, the online community truly represents the team's work in Saint Joseph, Mo.

Angus Media, the result of the 2014 unification between Angus Productions Inc. (API) and the American Angus Association's Public Relations Department, is one of the largest media companies in agriculture. The new website represents the continued alignment of current print, digital and television platforms.

With something new each day, users can browse sales information, catch up on the latest news, read headlines on the homepage, visit fellow breeder websites or learn how to enhance the brand that surrounds your cattle operation. It's a place where you can do business, discover new technologies and interact with cattlemen and women from across the country.

Organized in five simple areas (advertising, services, news, about and contact), the site navigation is clear and user-friendly. Here's a quick preview of what you'll find when visiting www.angus.media.

Home page — At the top of the page, you are greeted by featured stories that present the week's most pressing news. You also have quick access to upcoming sale books and Angus breeder websites, as well as videos and recommended articles. A belt of advertisements, opportunities available to breeders or allied industry partners, spans the middle of the website. Toward the bottom, visitors have a chance to engage with the media company through a quick survey area, photo gallery and a Twitter stream.

Advertising — For Angus breeders

looking to create a print advertisement for the *Angus Journal* and *Angus Beef Bulletin*, or a television spot on *The Angus Report*, the advertising section includes necessary deadlines, contacts and an editorial calendar of upcoming features. You'll also find ad rates and layout specifications that make submitting artwork easy.

Services — Angus Media offers a wide range of marketing services to Angus breeders of all types and sizes. Whether you are seeking information on sale book production, website design or complete marketing packages, www.angus.media is a one-stop shop for planning your next sale or promotions campaign.

News — Visit the interactive newsroom for the latest beef industry headlines and reports from the Angus Media communications team. While there, you can read articles from the *Angus Journal*, watch videos from *The Angus Report* or sign up for the free e-newsletters *Angus Journal Daily* and *Angus Beef Bulletin EXTRA*. By clicking on the "Subscribe" button on the top right-hand area of the website, you can also learn how to receive the magazine and all Angus Media communications programs.

About — Everything you need to know about the Angus Media team and its programs and services is detailed in this category. More importantly, here you will find the "Angus History & Heritage" section, where you can browse historic show programs, *Angus Journal* magazine covers, videos and much more from the Angus breed's storied heritage.

Contact — Meet the Angus Media team or locate an Association regional manager in your territory. There's a complete employee directory, along with job responsibilities and specialty areas, and opportunities to request a project quote or submit a story idea for consideration.

Curious what else you'll find? Visit www.angus.media following the November launch on your computer or smartphone (the site is also mobile-friendly) to see the features for yourself.

We hope you'll stop by often.

Drop us a note at feedback@angus.media with your comments and suggestions.

**Similar to www.angus.org,
www.angus.media is the
URL you will need to access
the brand-new website for
everything Angus Media.**

