

Western Livestock Journal®

RED ANGUS

Special Feature Issue



ADVERTISING RATES (B&W)

full page..... (96")	\$2,280
3/4 page.....(72")	1,750
2/3 page.....(64")	1,590
1/2 page.....(48")	1,275
jr. page.....(40")	1,140
1/3 page.....(32")	965
1/4 page.....(24")	745
1/6 page.....(16")	510
1/8 page.....(12")	400
1/16 page.....(6")	205
1/32 page.....(3")	105

COLOR RATES: 1 Standard color \$200; Four color \$450.



**Issue Date:
February 10th.
Ad deadline is
February 4th,
so hurry!**

Red Angus is one of the fastest growing breeds of cattle in the U.S. They have proven their rightful place in modern beef production. This special issue is all about your breed and your investment in Red Angus cattle. *Western Livestock Journal* readers have shown that Red Angus are in high demand. In our 2011 bull survey, *WLJ* readers pointed out that they are the third most sought after breed of bull with 12% of our readers using Red Angus bulls. *Western Livestock Journal* readers are big with the average cow herd at 400 head of mother cows. Our readers will replace 5.8 bulls a year and by advertising in this special Red Angus issue, you can make sure they buy your Red Angus bulls and females.

Western Livestock Journal is your best access to high volume professional cattlemen. Between *WLJ's* hard copy weekly distribution and our digital distribution, we will be reaching over 20,000 readers.

For advertising information, contact us at our toll-free number, 800-850-2769, or call your field representative today:



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