

# Western Livestock Journal®

# RED ANGUS

## Special Feature Issue

Highlighting the positive aspects of using Red Angus genetics.



### 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 13th.  
Ad deadline is  
February 3rd,  
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 this versatile breed and an investment in Red Angus cattle. *Western Livestock Journal* readers have shown that Red Angus are in high demand.

In our last bull survey, *WLJ* readers pointed out that they are the third most sought-after breed of bull with 8.3% of our readers using Red Angus bulls. *Western Livestock Journal* readers represent larger than average operations with the average cow herd at 293 head of mother cows. Our readers will replace 4.1 bulls a year and by advertising in this special Red Angus issue, you can show them where to buy your Red Angus bulls and females.

*Western Livestock Journal* is your connection to high volume professional cattlemen. Between *WLJ's* hard copy weekly distribution and our digital distribution, we help you reach 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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