

NEBRASKA CATTLEMAN

2024 MEDIA GUIDE

Dual platform - print and digital!

Nebraska Cattleman knows the importance of visibility, so we deliver your message to our readers' tablets and their tables. Print drives customers to online landing pages or digital offerings, and in an increasingly digital world, print can help your business stand out. You know your product – we know the audience. We can help you reach your target with print and digital.

Nearly 15,000 printed copies of the *Nebraska Cattleman* magazine are mailed each issue.

- *Nebraska Cattleman* magazines are available for additional premier exposure at the Nebraska Cattlemen office and at Nebraska Cattlemen events.
- Fully digital editions of the *Nebraska Cattleman* magazine are online at www.nebraskacattlemen.org.
- Notice of the digital version of each issue is sent via eblast to more than 2,300 readers.
- Printed monthly except for May and July.
- Featured on Nebraska Cattlemen social media outlets, including Facebook (9,456 followers), Instagram (1,974 followers) and X (5,300 followers).

Nebraska Cattleman Redesigned

With input from *Nebraska Cattleman* readers, the magazine's content, design and layout have been re-imagined, redesigned and refreshed for 2024!

FEATURE FOCUS ON PRODUCTION, POLICY, PERSPECTIVES, PEOPLE AND THE PAST.

Readers told us they wanted more stories about the people and past in Nebraska, but continued information on cattle industry production and policy, as well as perspectives from those in and out of the industry who help us all.

MORE EYE APPEAL TO FEATURES.

A more open layout and features that spread across the magazine allows for more photos, more graphics, more color and more appeal.

CONTEMPORARY, EASY-TO-READ DESIGN.

New fonts, new layout and more focus on white space that is easy on the eyes and easy to read.

Nebraska Cattleman is the magazine that gets read!

84%

of readers surveyed get their cattle industry information from *Nebraska Cattleman* magazine – more than other industry publications, radio, internet, social media or television.

90.27%

read all or most of every issue.

79.9%

keep issues for one month or longer.

76.2%

prefer to read *Nebraska Cattleman* in print.

68.8%

of issues are read by two or more people in the household.

Who are Nebraska Cattleman readers?

87.6%

are the primary decision makers in their operation.

50%

derive at least a quarter of their income from crop enterprises.

30.7%

own or manage a feedlot.

60.4%

purchase 1-15 bulls a year.

58%

own more than 50 head of cattle.

59.2%

of feedlot operators have a capacity of 3,000 head or more.

47.8%

derive at least half of their income from cattle enterprises.

48%

own or manage 2,000 acres or more.

55.1%

have contacted or purchased from a *Nebraska Cattleman* advertiser.

More than 85%

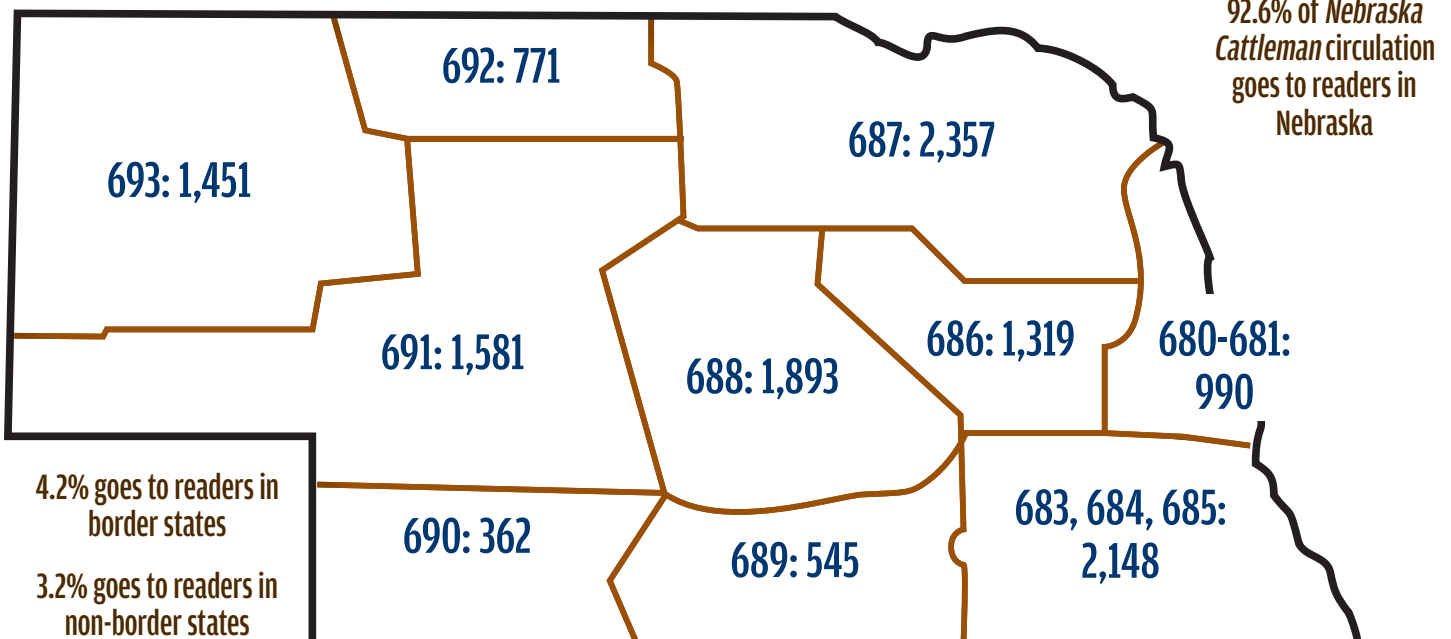
own/use pickups, trailers, minerals, supplements, fencing supplies, feed, equipment, ATVs, insurance, buildings, herbicides, fertilizer, skid loaders and more!

NEBRASKA CATTLEMAN READERS RANK PRINT AS THEIR NO. 1 SOURCE OF AG INFORMATION.

Nebraska - the Beef State!

- Consistently No. 1 or No. 2 for cattle on feed in the United States.
- Home to 2.78 million head on feed.
 - Home to 1.7 million beef cows.
- No. 2 for U.S. red meat production.
- No. 2 for beef and veal exports.
- Home to 44,800 farms and ranches.
- Home to 6.5 million head of cattle/calves.
- Home to 22 million acres of range and pasture land.
- Nebraska's leading commodity is cattle and calves.

NEBRASKA CATTLEMAN CIRCULATION FOR ZIP CODES BEGINNING WITH:



EDITORIAL OUTLOOK

Editorial in the *Nebraska Cattleman* is focused on topics relating to production, policy, people, perspectives and our partners, with special attention to the cattle industry's rich and vibrant past. Editorial in each issue is focused on what our readers are experiencing at the time of publication – so we closely watch the cattle production cycle, the policy landscape and the people who keep this industry in business. *Nebraska Cattleman* production topics will focus on timely and relevant animal health, nutrition, innovations, marketing, finance, labor and more each issue, but through the lens of the producer. *Editorial topics are tentative and may change prior to publication without notice.*

JANUARY - Seedstock

Close: Nov. 25 / Materials Due: Dec. 1
Approx. Delivery Date: Jan. 1

SPECIAL TO THIS ISSUE:
NC Seedstock Directory

TENTATIVE EDITORIAL TOPICS:

Global Market Outlook. Genetic Tools. Supply Challenges. Member Profile. Nebraska Farm Financial Outlook. Ranch Place Motivations.

FEBRUARY - Cow-Calf

Close: Dec. 24 / Materials Due: Jan. 1
Approx. Delivery Date: Feb. 1

TENTATIVE EDITORIAL TOPICS:

Interpreting the Data. New in Nutrition. Animal Health Priorities. Breeding Plans. Nebraska Race Track History. Rebuilding Herds Yet?

MARCH - Environment and Resources

Close: Jan. 25 / Materials Due: Feb. 1
Approx. Delivery Date: March 1

TENTATIVE EDITORIAL TOPICS:

Wildlife Management. Pasture Outlook. NCBA Coverage. Neb. Unicameral Check-in. Pest Management. Water Sustainability.

APRIL/MAY - Feedlot #1

Close: Feb. 25 / Materials Due: March 1
Approx. Delivery Date: April 1

TENTATIVE EDITORIAL TOPICS:

Feedlot Innovations. Neb. Feedlot Industry Stats. Methane Emissions Update. Cattle Feeder Hall of Fame. Feedlot Nutrition. Feedlot Animal Health. Beef Quality Assurance Training.

JUNE/JULY - Youth and Family

Close: April 25 / Materials Due: May 1
Approx. Delivery Date: June 1

TENTATIVE EDITORIAL TOPICS:

Involving Youth in Agriculture. Youth Judging Teams. Member Profile. NC Young Cattlemen's Connection. Family First in Agriculture.

AUGUST - Feedlot #2

Close: June 25 / Materials Due: July 1
Approx. Delivery Date: Aug. 1

SPECIAL TO THIS ISSUE:
NC Feedlot Council Directory

TENTATIVE EDITORIAL TOPICS:

BRD Management. Feedlot Pest Management. Employee Retention. Feedyard Management Internship. Midyear Meeting Coverage.

SEPTEMBER - Fall Run

Close: July 25 / Materials Due: Aug. 1
Approx. Delivery Date: Sept. 1

TENTATIVE EDITORIAL TOPICS:

Fall Run Challenges and Opportunities. Keeping Cattle Healthy. Feeding for Success. Managing Resources During the Fall Run.

OCTOBER - Partners

Close: Aug. 25 / Materials Due: Sept. 1
Approx. Delivery Date: Oct. 1

SPECIAL TO THIS ISSUE:
NC Allied Industries Listing

TENTATIVE EDITORIAL TOPICS:

Highlighting NC Partnerships. Retained Heifer Management. Designing a Succession Plan. Election Preview. New and Improved Equipment Preview.

NOVEMBER - Policy

Close: Sept. 25 / Materials Due: Oct. 1
Approx. Delivery Date: Nov. 1

SPECIAL TO THIS ISSUE:
NC Convention Registration

TENTATIVE EDITORIAL TOPICS:

Engage in the Policy Process. Retained Ownership. Tax Planning Tips. Fall/Winter Forage Management and Feeding.

DECEMBER - Perspectives

Close: Oct. 25 / Materials Due: Nov. 1
Approx. Delivery Date: Dec. 1

TENTATIVE EDITORIAL TOPICS:

Financial Outlook. Weather Outlook. Policy Outlook. History Feature.

FROM NEBRASKA CATTLEMAN READERS:

"I read it from cover to cover and always look forward to seeing it in my mailbox. I feel it is a source of unbiased information that is relevant to my operation. Our internet service is marginal so prefer getting it in print form. Keep up the good work."

"This is hands down one of the best magazines in the industry. My personal favorite is talking feedlot nutrition with Extension staff. This is the best magazine anyone could have."

DIGITAL ADVERTISING

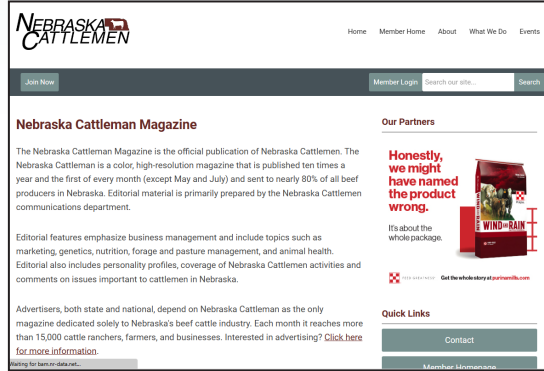
Concerned about getting your message to customers and prospects? Nebraska Cattlemen has solutions. We understand the need to deliver your message effectively, efficiently and with a positive return on investment. You can successfully reach cattle producers in the Beef State by also advertising in one of our digital platforms:

NEBRASKA CATTLEMEN WEBSITE ADS

Advertising on the Nebraska Cattlemen website: nebraskacattlemen.org.

6,675 views monthly. All ads include a link to a website, pdf or email.

380 x 380 pixel, 72 dpi RGB jpeg or png.



NC CHRONICLE E-NEWSLETTER ADS

The *NC Chronicle* is an electronic newsletter exclusive to more than 2,800 Nebraska Cattlemen members, sent via email every other week. Each *NC Chronicle* has relevant Nebraska Cattlemen news, Affiliate Updates, In Case You Missed It, news items relative to current cattle events, links to the current Seedstock and Feedlot Directories, and updates on staff activities.

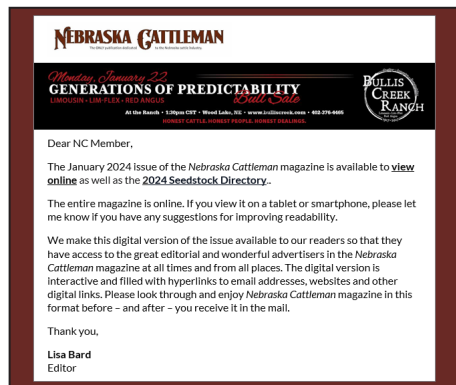
300 x 300 pixels, 72 dpi, RGB jpg.
File size no larger than 30k.



NEBRASKA CATTLEMAN E-BLAST ADS

For readers who want a sneak peek or a mobile-friendly version, a link to the online magazine is emailed to more than 2,300 readers each month. Your banner ad can be front and center on this popular notification vehicle.

540 x 90 pixel, 72 dpi, RGB jpg.
File size no larger than 30K.



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