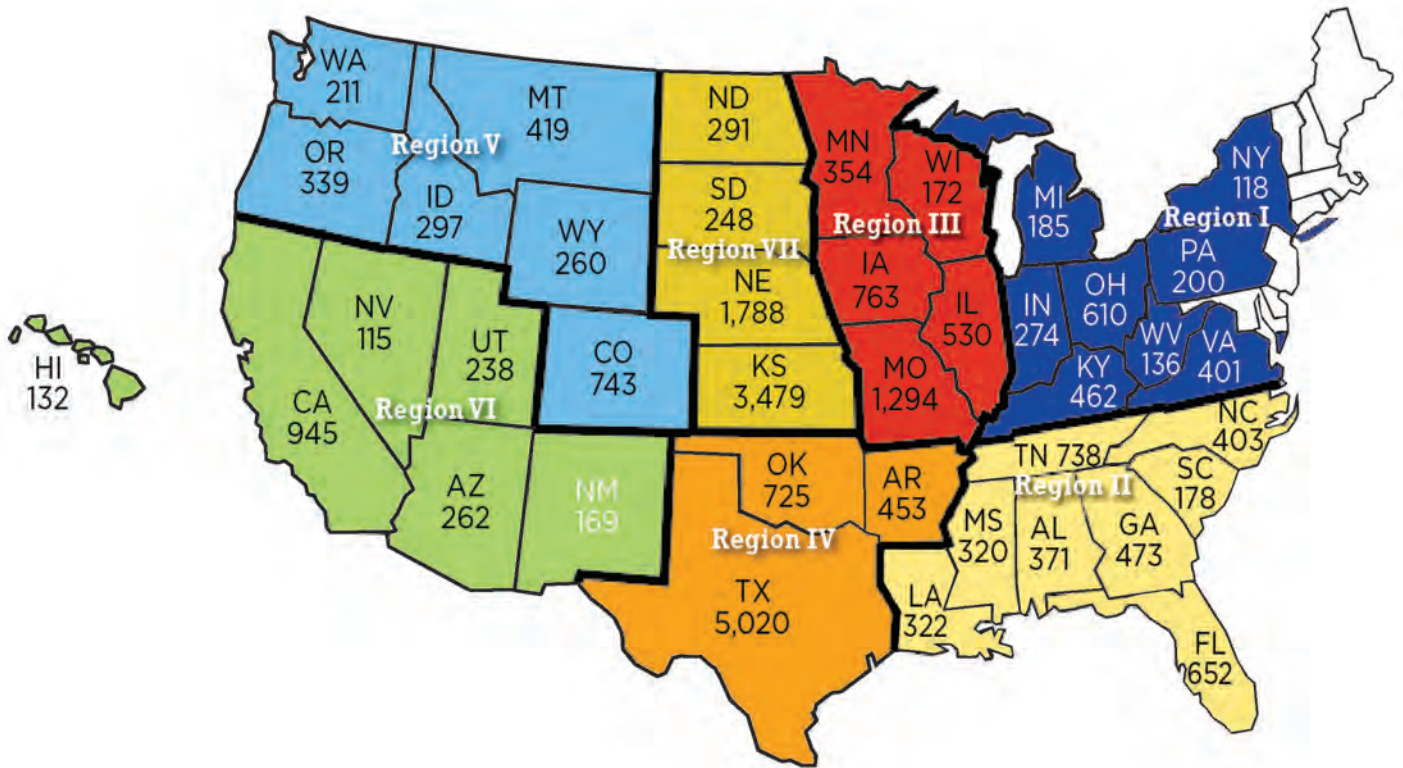


National Cattlemen & Directions Readership by State



Direct Access to NCBA Members

94%

of NCBA readers say their primary source of news and information is a newspaper

45,000

monthly readership of *National Cattlemen* when counting pass-through readership

42%

of *National Cattlemen* readers generate more than \$100,000 in income from cattle every year

55%

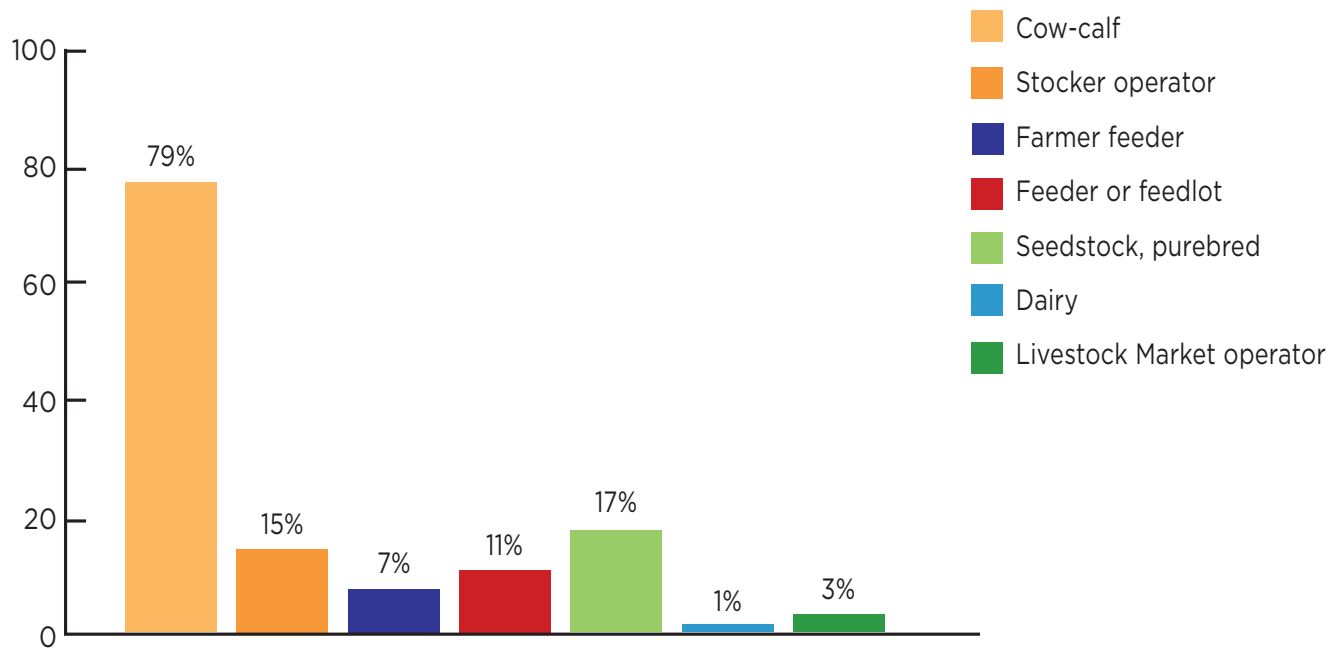
of *National Cattlemen* readers read half or more of the newspaper

49%

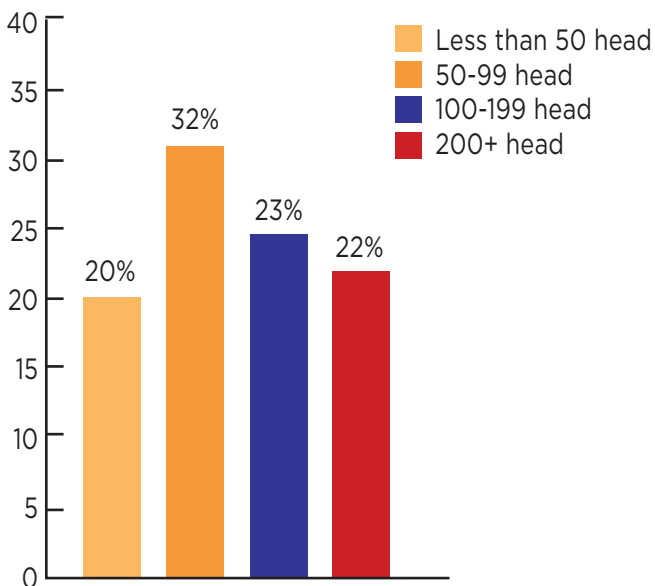
of members read the *National Cattlemen* to obtain information that helps their operation, which is significant readership when compared to other leading ag publications

National Cattlemen & Directions Readership Demographics

Type of Operation



Cow-Calf Size of Operation



Feedlot Number of Cattle Marketed Annually

