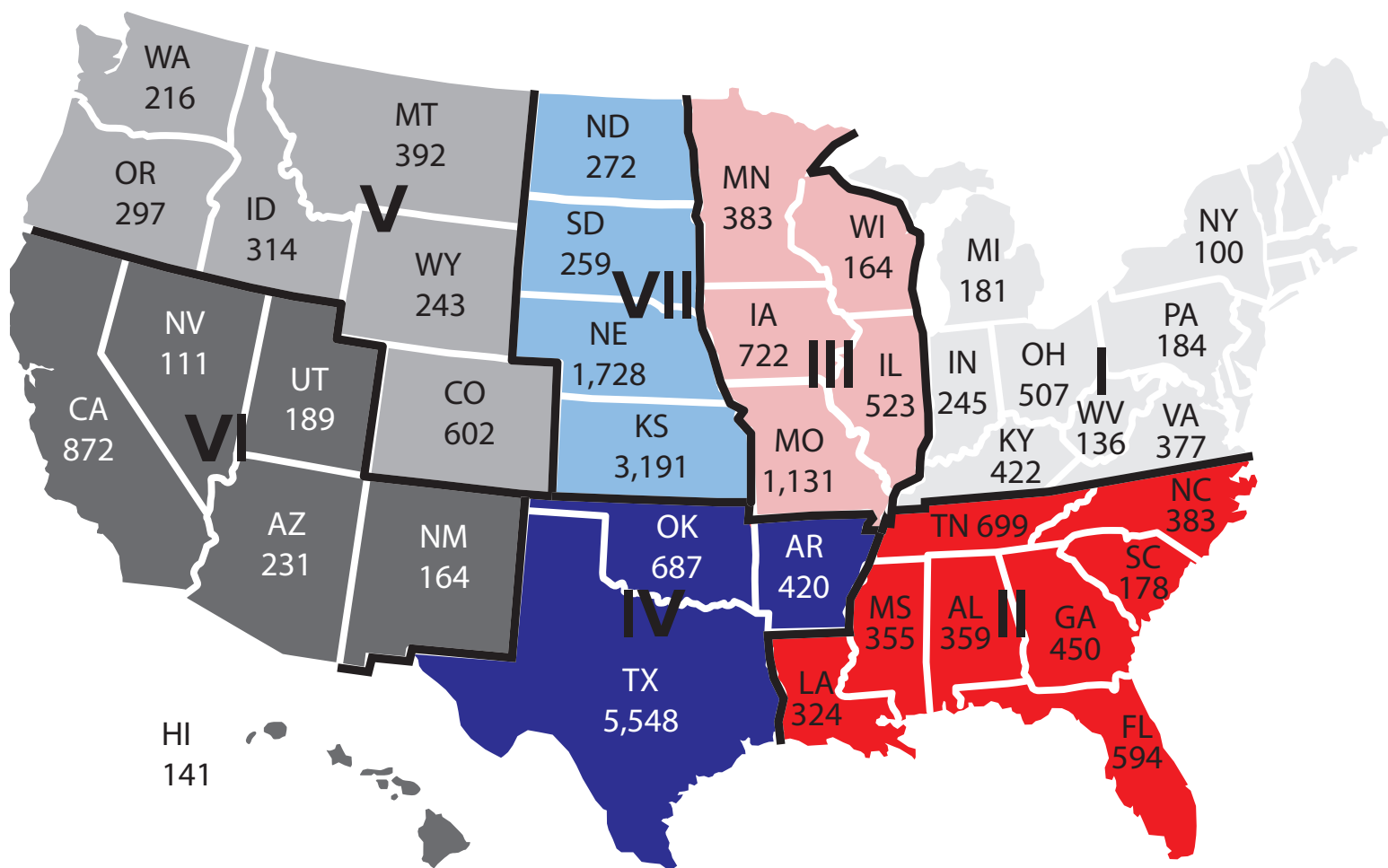


National Cattlemen & Directions Readership by State



Direct Access to NCBA Members

93%

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

56,000

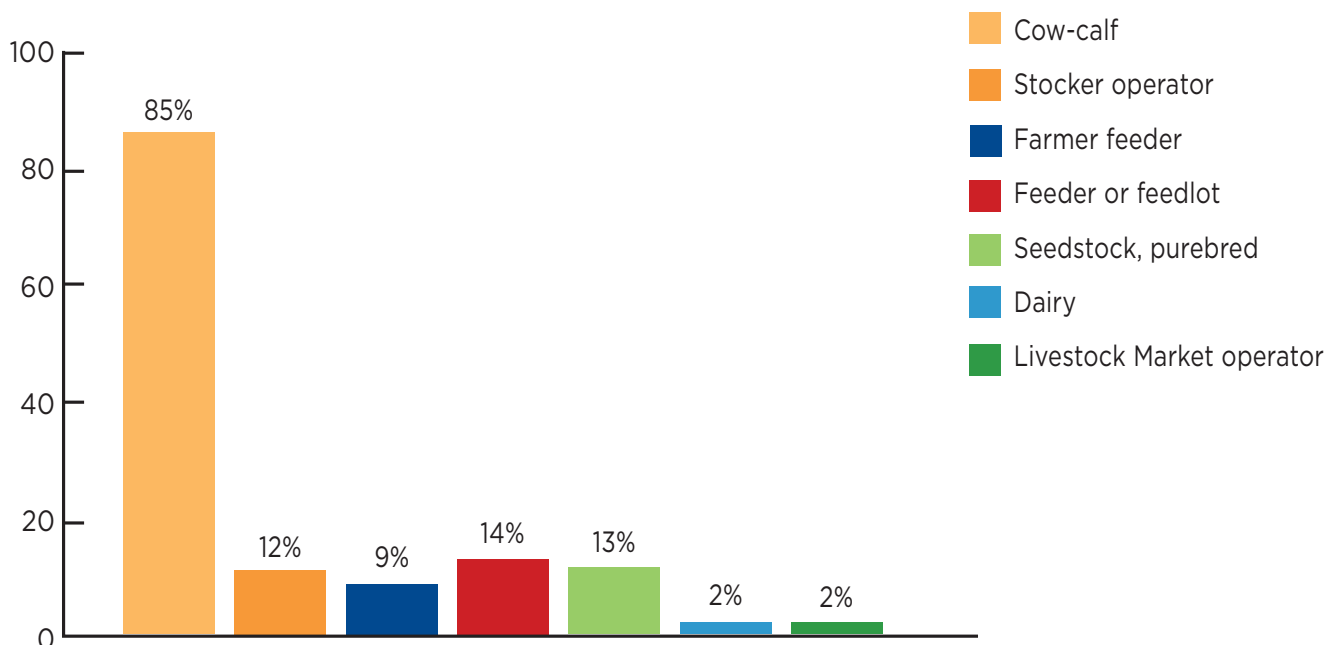
monthly readership of *National Cattlemen* when counting pass-through readership

59%

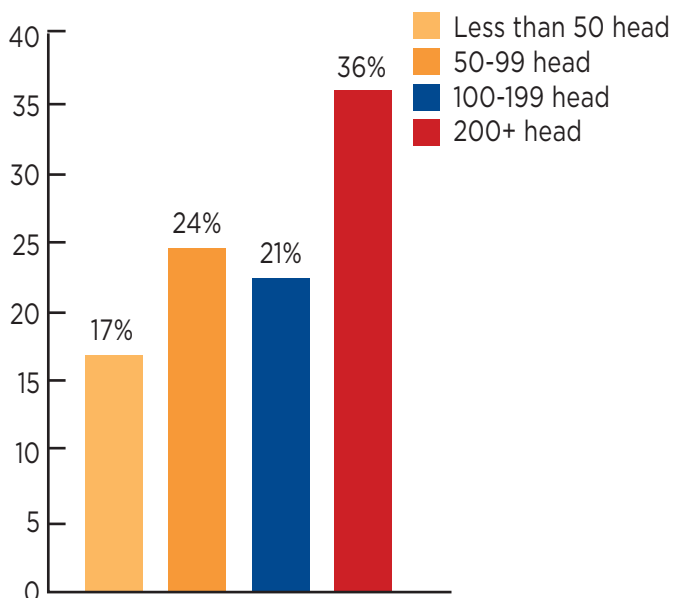
of *National Cattlemen* readers read half or more of the newspaper

National Cattlemen & Directions Readership Demographics

Type of Operation



Cow-Calf Size of Operation



Feedlot Number of Cattle Marketed Annually

