



Our Advantage/Competitive Differentiation

Subscribers
Cows-Owned

100+ Cows

132,592

DROVERS

500+ Cows

32,943

DROVERS

Subscribers
Stockers,
Backgrounders

100+ Head Marketed

62,459

DROVERS

500+ Head Marketed

14,557

DROVERS

Subscribers
1,000+ Fed Cattle
Sold Annually

9,185

DROVERS

Subscribers
Owners, Co-owners
or Company Officers

199,618

DROVERS

Percent of
Circulation
Renewed at 1 Year

69.3%

DROVERS

Source: June 2020 Alliance for Audited Media



Print Editorial Calendar

	CLOSING DATE	MATERIALS DUE	MAIL DATE	EDITORIAL CONTENT*	*Tentative content and publishing schedule subject to change.
JAN	11/23/20	11/30/20	1/5/21	<ul style="list-style-type: none"> • 2021 market outlook • NCBA convention preview 	
FEB	12/28/20	1/5/21	2/9/21	<ul style="list-style-type: none"> • Pasture & grazing management • Controlled grazing for soil health 	
MAR	1/25/21	2/2/21	3/9/21	<ul style="list-style-type: none"> • Parasite control • Managing for parasite resistance 	
APR	2/22/21	3/2/21	4/6/21	<ul style="list-style-type: none"> • Breeding season prep • Should you consider AI? 	
MAY	3/22/21	3/30/21	5/4/21	<ul style="list-style-type: none"> • Hay and feed quality • Storage options for harvested forage 	
JUN / JUL	5/24/21	6/1/21	7/6/21	<ul style="list-style-type: none"> • Preconditioning primer • Manage for heat stress 	
AUG	6/21/21	6/29/21	8/3/21	<ul style="list-style-type: none"> • Retained ownership analysis • Alternative marketing methods for calf crop 	
SEP	7/26/21	8/3/21	9/7/21	<ul style="list-style-type: none"> • Beef quality update • Key consumer demand issues • Readex ad study 	
OCT	8/23/21	8/31/21	10/5/21	<ul style="list-style-type: none"> • Winter feeding facilities • Stocker marketing strategies 	
NOV/ DEC	10/4/21	10/12/21	11/16/21	<ul style="list-style-type: none"> • Update on development of national traceability program 	