



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