

October 28, 2014

MEMO

To: Jan Smith, Sales Representative
From: Emily Foreman, Marketing Director
Subject: Analysis of *The Brahman Journal*

Within the Brahman industry there are only two publications available domestically. Of these two *The Brahman Journal* is the most prominent and well-received magazine among ranchers. The magazine began in the 1970s, making it the longest running magazine within our industry, and it is the official breed publication of the American Brahman Breeders Association. The following is an analysis of this publication, the September 2014 and October 2014 issues, and the magazines influence on the Brahman industry.

Editorial

The magazine's editorial staff ranges from seven to eight people and they are the predominant writers of the magazine's articles. Both issues contained 18 articles, most of which are recent Brahman show results. Freelance written articles appear to be rare and tend to be about relevant ranch management subjects, such as managing pastures. The September issues has one freelance article, while the October issue contains three. The editorial staff wrote the remaining articles of each issue. The show results pages are considered as articles and included in these statistics because of their prevalence in the magazine, and demand by the readers. Other staples in each issue are the columns and association sections. This includes Brahman World News, American Junior Brahman Breeders Association, and the monthly calendar of events. Artwork is rare within the magazine, if one does not include the advertisements. None of the articles within either issue examined include photos of writers with the articles, but this does not mean the magazine has not done so before. The only photo captions are on the candid photos throughout both issues. The candid photos are taken at prominent Brahman shows across the country and the world, and included adjacent to the articles on the show's results.

The design of the magazine itself is traditional with a simplistic black cover design. The fonts are consistent across both issues, and convey a sense of sophistication within the title fonts. The cover photos are well-lit professional photos of Brahman cattle, typically taken by the staff. On the September issue cover there is a red Brahman cow-calf pair standing in a lush pasture, appearing to stare off the cover at the reader. The October issues cover is of an alert gray Brahman cow standing next to a fence post within a lush pasture, also staring off the page. All of the cattle within both pictures appear to be very clean considering they are in pastures, thus meaning the animals are most likely 'cleaned' using Adobe Photoshop. The overall cover is clean and consistent. No teasers for articles appear on the cover. The only writing is a prominent magazine title in a script font, as well as the volume and issue number displayed in the bottom corner. All of these

attributes ad together to make the cover simplistic and bold, with few distractions from the cattle themselves.

Advertising

Within this magazine the advertisements are the most prevalent. There are over 200 ads, including the classifieds or rate holders, within the October issue alone. The September issue follows closely behind with 199. Most of the ads in these statistics are rate holders, small classified type ads towards the end of the magazine and the ones attached to co-op advertisements. In the two issues chosen, the number of full-page advertisements fluctuates. The September issue contains 38 full-page ads, while the October issue has 62. The number of black and white and color ads is fairly similar within both issues. Although this is true the number of black and white advertisements increased greatly in the October issue. Almost all of the advertisers are ranches promoting their show cattle, semen, and replacement heifers. Many of these are domestic ranches, but a few foreign ranches are sprinkled throughout the issues. Other advertisers include feed stores and cattle fitting businesses. The top three advertisers within these issues are close in number, but the most prominent are Heritage Cattle Company, J.D.Hudgins inc., and Ganaderia El Rosario. These advertisers are featured adjacent to the front cover in both issues, except for Ganaderia El Rosario who is placed on the back cover of both.

Circulation

According to crpublishing.com the circulation of the magazine is 5000 on average and can increase to up to 7000 on specialty issues. The circulation of the magazine is mostly paid, except for the issues distributed to feed stores and Brahman shows where it is given free. A one year subscription to the magazine is also given to new members of the ABBA, which makes it hard to judge exactly how much might be controlled circulation. Unlike many magazines today *The Brahman Journal* is available by subscription only, thus there is not cover price available. Another reason this magazine is prominent within the industry is because of its foreign availability. It has subscriptions in over 48 different countries, and many of its articles are translated into Spanish and Portuguese. The subscription prices themselves vary between countries. A one-year subscription domestically costs \$30, while a one-year subscription in Mexico or Canada is \$100 airmail. This price difference is attributed to the cost of shipping a magazine to a foreign country and unfortunately even then it is not guaranteed arrival. A one-year subscription in Central or South America costs \$120 and in order to receive the magazine in Europe or other countries it costs \$140.

Targeted Audience

The target audience of *The Brahman Journal* ranges from Brahman ranchers that receive their livelihood from their cattle all the way to the Brahman enthusiast. A majority of the audience is small-town Brahman ranchers who raise cattle as a hobby and foreign Brahman ranchers based in Central and South America. Other article subjects this

audience would find appealing might include how to market Brahman cattle to non-Brahman ranchers or the affects of drought on lactating cows and how to help combat that.

Final Analysis

The Brahman Journal is a significant part of the Brahman industry both foreign and domestically. It is the official publication of the Brahman breed and is endorsed by the ABBA. Its sizable circulation both foreign and domestic in such a small industry helps make it the key publication of our industry. Though many industry members may be attracted to *The Brahman Review* it does not have the foreign market like *The Brahman Journal* and tends to focus more on reaching junior showmen. This publication is a topic many Brahman breeders have in common and can help facilitate relationships. While on your travels and throughout the year make sure to stay up-to-date with *The Brahman Journal* and the industry news contained inside.