

THE PROFILE

WHAT IS RANGE?

An award-winning publication devoted to the issues that threaten the West, its people, lifestyles, lands, and wildlife. Acknowledged for its great photos, powerful writing and straight talk, RANGE deals directly with a land and people in crisis and shows how daily challenges are being met with grit, determination and humor.

WHY RANGE?

Because there are people who care. RANGE has a simple and honest purpose: to chronicle the real, working people of the American West, and to provide an open forum to discuss the threats and assaults on the most unique of American lifestyles.

WE FEATURE

The people, the land, and the western way of life, including cowboys, sheepherders, environmentalists, scientists and wildlife.

WE OFFER OPINIONS FROM

Scientists, scholars, environmentalists, federal agency employees and the people who earn a living from the land. Our readers find that RANGE offers entertainment, education, inspiration, and an occasional jaw-slackening surprise.

RANGE has a purpose!

THE MARKET

RANGE magazine presents logical, down-to-earth messages about the western lifestyle.

It highlights the successes—and sometimes the failures—of the management of public and private land and the manner in which its caretakers treat it.

RANGE magazine is appealing because stories are told in language that is simple and strong—much like the land and people we feature. Strong and simple advertising will be well received.

Read by approximately 150,000 people, RANGE is available throughout the United States, in Canada, and in many other countries, by subscription or from select magazine vendors and agents.

RANGE magazine is distributed at major western events including state fairs, rodeos, stock shows, cowboy poetry gatherings, and horse shows.

RANGE magazine began publishing in 1991 but did not accept advertising until Summer 1997 when it offered precise, targeted advertising as a service to its very loyal readers. RANGE limits advertising to less than 20% of the book.

An advertisement in RANGE lasts three months; a similar ad in the local press lasts a matter of hours; most TV and radio spots disappear in less than a minute. Each RANGE magazine is read for more than three hours; 57% of our readers keep their copies for future reference; 76% share their copies with others. That is exposure!

Advertising in RANGE is long-lasting and effective. Your advertisement will be read by the people who are the heart and soul of the West. Join our award-winning magazine in celebrating “The Cowboy Spirit on America’s Outback.”

RANGE means exposure!

THE PEOPLE

Publisher and Editor C.J. Hadley has spent 38 years in publishing as managing editor for Car & Driver in New York; for Autoweek and American Boating in California; for PC Computing's launch in Boston; and as publisher/editor of Nevada Magazine in Carson City. She has freelanced for Sports Illustrated, Saturday Evening Post, Travel & Leisure, Continental Profiles, and Universal Press Syndicate in Chicago. Her "Trappings of the Great Basin Buckaroo" was published in 1993 by University of Nevada Press.

Contributors include ecologist/scholar Alston Chase, a Montana resident who has written several books including "Playing God in Yellowstone" and "In a Dark Wood." Arizona resident Dan Dagget, one of the Sierra Club's 100 "Environmental Heroes," was nominated for a Pulitzer Prize for his book, "Beyond the Rangeland Conflict." Range scientist Dr. Wayne Burkhardt, who lives in Idaho, has been studying the Great Basin for more than 20 years. Humorist/environmentalist Richard Menzies lives in Utah, loves wilderness, and has connections to ranching (his sister married a sheepherder). Eric Grant lives on the fast developing east side of the Rocky Mountains just north of Denver. His poignant features cover ranching in Wyoming and Colorado.

Showcased are some of the country's greatest photographers: Larry Angier (California), Wes Bernard (Arizona), Linda Dufurrena (Nevada), Carolyn Fox (California), Eric Grant (Colorado and Wyoming), Adam Jahiel (Wyoming), Jim Patrico (Kansas and Missouri), Joel Sartore (Nebraska), Larry Turner (Oregon and Idaho), Richard Menzies (Utah), Bob Moorhouse (Texas), Barbara Van Cleve (Montana and New Mexico), and Pam White (Oregon).

RANGIE has experience!

THE COMMENTS

“What a wonderful job you do in educating and informing the public. RANGE opens the window so I may glance out and refresh my soul as well as my mind.”—KS, LOS ANGELES, CALIFORNIA

“You are providing a great format for ranchers, conservationists, environmentalists and the folks concerned about the health of the western rangelands.”—EB, DURANGO, COLORADO

“Too many of these publications cater to the turquoise and silver set and offer little insight into the hearts and minds of ranching and farming people. Thank you for caring about that part of our natural resource. I look forward to the next issue.”—CD, EAST THETFORD, VERMONT

“I don’t agree with most of the opinions but this is an interesting and good looking mag.”—DB, BOZEMAN, MONTANA

“I found RANGE in a hotel room in Cedarville, Calif. After reading it, we knew we had to subscribe. This magazine is a breath of fresh air. Everyone needs to know the facts.”—MM, VANCOUVER, WASHINGTON

“What a wonderful surprise it was to find your wonderful magazine on the newsstand! Enclosed is my check for a subscription—I wish I could afford your back issues.”—MV, WEATHERFORD, TEXAS

“Continued thanks for your superior skill in communication. The magazine seems to get better with each issue.”—PM, WILLCOX, ARIZONA

“The contribution RANGE makes about the true condition of public lands and the expert stewardship of ranchers is invaluable. We read it from cover to cover.”—MC, UNITY, OREGON

“I have learned more about ranch and environmental issues from RANGE than from any other publication. Maybe that’s because the first-rate writing and photography make it such a pleasure to read.”—SC, NASHVILLE, TN

“Your magazine is pure joy.”—BA, PORT ST. JOE, FLORIDA

“It is great to have a publication that expresses the trials and tribulations of the ranching lifestyle. Some of your issues I have read numerous times.”—JW, SPEARFISH, S.D.

“Finally someone produced a magazine that has some MEAT!”—LM, RED BLUFF, CALIFORNIA

RANGE is loved!

THE READERSHIP

Tabulations and analysis of RANGE magazine's recent readership study were done by the University of Nevada, Reno, Department of Applied Economics & Statistics. Complete results are available upon request.

Years of reading RANGE magazine?

2	24%
3	26%
4	13%
5	20%

Times magazine is picked up after receiving?

Up to 3	20%
More than 3	66%

Average reading time?

1 to 3 hours	63%
Over 3 hours	32%

How many others read your copy?

+1	25%
+2	34%
+3	24%
+4 or more	17%

What job pays your bills?

Own business	44%
Government agency	9%
Education	8%

Household income?

\$25,000- 50,000	39%
\$50,000-100,000	29%
Over \$100,000	12%

Own your house?

Yes	86%
Own ranch/farm	46%

What is your age?

21-35	9%
36-50	36%
51-65	33%

Education?

High School	20%
Some College	27%
College Grad	27%
Post Grad	10%
Advanced Degree	13%

Where do you live?

Rural	76%
Urban/Suburban	24%

How much vacation time?

Less than 1 month	80%
More than 1 month	20%

Where do you vacation?

West	58%
Southwest	11%
MidWest	6%
East	2%
South	2%

How do you receive RANGE?

Subscriber	88%
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RANGE has the numbers!

THE SUMMARY

RANGE READERS ARE PASSIONATE ABOUT THEIR MAGAZINE

- Approximately 3.4 people read each copy of RANGE. This equates to almost 150,000 people reading each issue.
- 57% of respondents save the entire issue; 26% place RANGE where others can read it (doctors' offices, barbershops, libraries, etc.).
- Approximately 75% of RANGE readers list the publication as their important-to-most-important source of information about the West. An additional 4% consider it their "only" source.

RANGE READERS ARE RESPONSIVE AND REPRESENT A SELLING OPPORTUNITY FOR ADVERTISERS

- More than half the respondents (53%) own a computer, and 40% use the computer in their business.
- 89% of households order products from advertising/marketing sources.
- More than 40% of the respondents reported owning a business which could include a farm or ranch.
- More than 50% are over 50 years of age.
- More than 37% of the respondents reported owning 1 truck; 25% owned 2 trucks; and 11% owned 3.
- More than 60% reported owning at least 1 car. Nearly 16% owned an RV; and more than 25% owned a gooseneck trailer.
- Approximately 55% of respondents own a cat; about 70% own a dog; almost 20% own at least one horse.
- The two most prominent recreation/hobby activities are riding horseback (16%) and hunting (11%).
- 69% spent their last vacation in the West or Southwest.

RANGE offers opportunity!