

THE

# TERRITORIAL Magazine

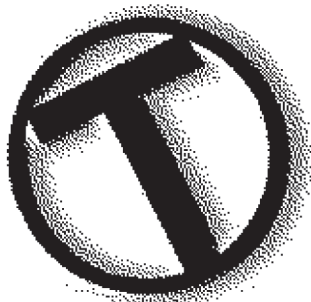
## EDITORIAL COMMITMENT

Consider its value when you evaluate  
The Territorial Magazine. Our timely  
and in-depth editorial service is  
right on target with the needs of  
today's advertisers.

The Territorial Magazine offers both reader  
involvement and retention value.

ADVERTISE THE CONTEMPORARY WAY  
WHERE YOUR COMPETITION ADVERTISES  
*in a quality magazine with  
area-wide coverage.*

The Territorial offers excellent  
layout and readability.



**"Our 2012 lineup includes special issues with emphasis on the following subjects: "**

### **FEBRUARY - MARCH - APRIL**

**FARM EQUIPMENT AND SHOWS:** The astounding advancement of the American agricultural industry over the past 100 years, with special emphasis on farm shows. This issue will feature Kansas shows: The Topeka Farm Show, Salina Farm Show; Great Bend Farm and Ranch Expo; Pittsburg 4-States Show; the 3i Show in Dodge City; as well as Nebraska's Husker Harvest Days. This issue spotlights early farm equipment and the dairy industry.

Deadline is January 15, 2012

### **MAY - JUNE - JULY**

**Cattle Issue—BEEF EMPIRE DAYS - June - June 13, 2012—**This Garden City, KS, celebration and the commercial cattle feeding industry on the great High Plains are inseparable concepts. Started in 1969 to showcase the rise of the commercial feedlot industry in the High Plains, Beef Empire Days draws entries in the live and carcass show from five states, and spectators from across the country. Commercial Cattle Feeding/Beef Cattle Industry/Cow Calf Operations

**THE GREAT TERRITORIAL GETAWAY ISSUE— GETAWAY CALENDAR** of exciting events on the Great Plains. Calendar covers May thru October.

Deadline is April 15, 2012

### **AUGUST - SEPTEMBER - OCTOBER**

**OIL AND GAS INDUSTRY—** Learn how the people on the inside feel about the oil and natural gas industry as they share their interesting and important observations with you. Handed out at the Kansas Independent Oil and Gas Association convention at Wichita in August. Extra Mailing: Drilling, Oil and Service Companies.

**THE AMERICAN TRUCKING INDUSTRY —**If you've got it a truck probably brought it! This issue provides a unique look at an industry that in the past 80

years has grown from a group of far-flung entrepreneurs with makeshift equipment, into a modern diversified distribution industry that provides essential services to all segments of our economy. Handed out at the Kansas Motor Carriers Association Convention held in September.

Deadline is July 15, 2012

### **NOVEMBER - DECEMBER - JANUARY**

**LIVESTOCK INDUSTRY SPECIAL ISSUE —**"Beef—America's best kept secret!" Spotlighting the feedyard industry. Livestock Trailers—Stock Racks to Streamliners. Western Kansas is the world hub for the cattle feeding industry, and each year our Beef Industry Special Issue explores important aspects of this nationwide industry. In past years we have interviewed top people in this industry such as J.R. Simplot, the only American billionaire whose initial fortune was made entirely in agriculture; Dr. Glen Lofgreen who developed the California Net Energy System; Dr. Don Good, former Head of the Kansas State University Department of Animal Sciences; Loren Doll and Norbert Irsik owners of the Irsik and Doll Company, which built the early Ingalls Feedyard; and the late Dr. William Hale, often called "The Father of Processed Grain," because of the steam processing and flaking techniques he developed. Today up to 70% of the cattle fed in the U.S. are fed grains processed with technology developed by Dr. Hale at the University of Arizona. Handed out at the Kansas Livestock Association, Nebraska Cattlemen, and the National Cattlemen's Beef Association Conventions. Extra Mailing: Feedyards with over 5000

head in Kansas, Oklahoma, Texas, Colorado and Nebraska.

Deadline is October 15, 2012