

On Pasture

Every Spring we ask readers to fill out an online survey. It's just 10 questions and takes 5 minutes. From it, we find out if we're reaching our target audience and what we can do better for our community. Here's what we learned from our 2018 survey and the analytics we gathered from Google, JetPack, and Awstats:

100,000 readers a month

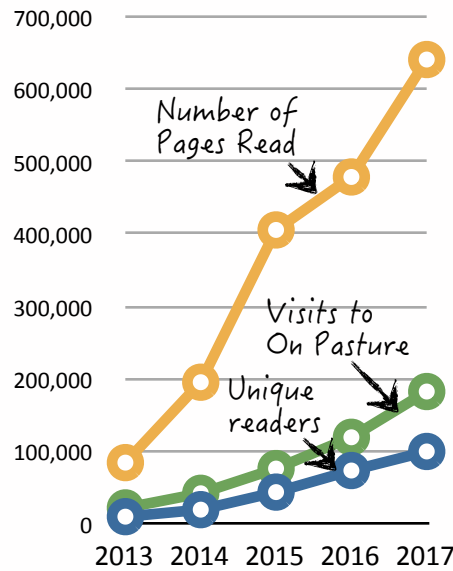
They visit **2** times a month

They read **3.5** articles each

On Pasture is the most read online resource for graziers

Alexa.com stats

Average / Month



With an archive of over 2,000 articles available 24/7, more people are reading more articles.

Our first 10 months, we averaged 9,213 readers. Five years later, we've grown to over 100,000.

Who Are On Pasture Readers?



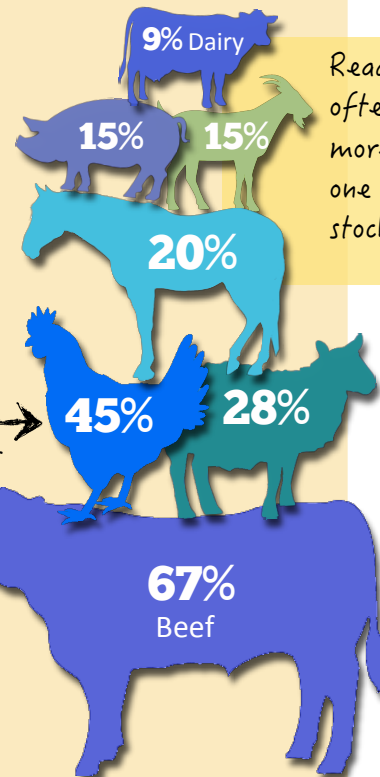
80%

Farmers and Ranchers

20%

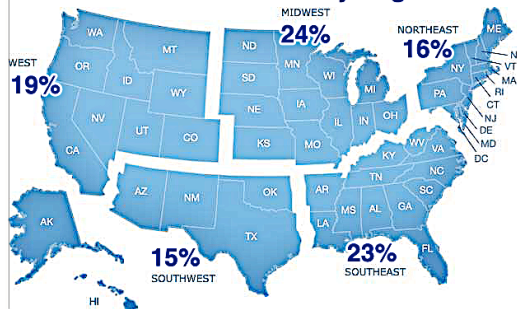
Agency staff or consultants who forward content to clients weekly.

They raise



Readers often raise more than one kind of stock.

On Pasture Readers by Region



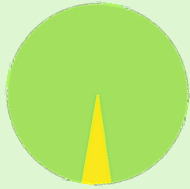
90% of readers live in the U.S. The rest are from all over the world.

On Pasture Makes a Difference!

To Farmers and Ranchers

95%

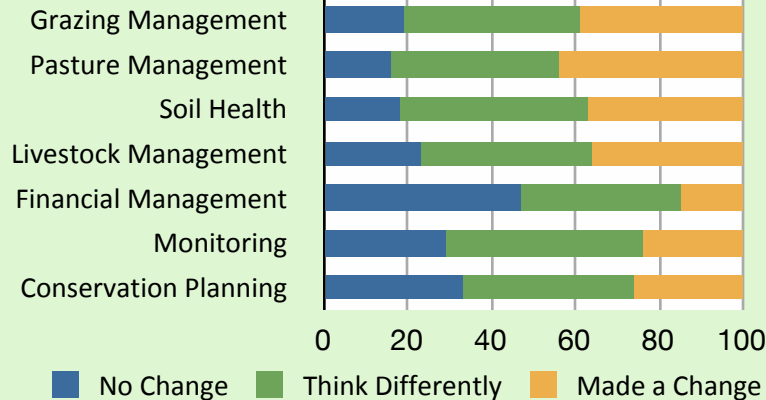
Think differently or made a change thanks to On Pasture.



5%

Have experience and appreciate the reinforcement.

How Do Survey Respondents Use On Pasture?



I look at almost all aspects of my farm differently than I used to. I'm much more aware of how pastures look, how long they have been grazed and what's going on under the sod. Plus I tell farmer friends about what I do or what I've read. I've recommended this site to numerous people. [Reader]

I LOVE On Pasture! The articles are relevant, insightful and delightful. I love hearing about how others are applying principles and observing results, learning and growing in their abilities. It's like having a knowledgeable mentor who shows you all their trials. [Reader]

To Agency Staff and Consultants

I read On Pasture to collect real-world ideas and results that work and support what we are trying to do as we work on NEPA grazing permit projects. We need published references and other articles that support the ecological benefits of good grazing practices and other facts that show good grazing can be done without harming the environment.

In addition to the business coaching that I do, I am also an instructor for the Ranching for Profit School and taught HRM courses back in the '90's. I have implemented many of the ideas discussed in On Pasture for myself and have also helped my clients implement them. [Consultant]

To Educators

I taught an undergraduate Forage Production course last fall. On Pasture articles were used as "required reading" and were a great stimulus to "applied questions." This was especially helpful for students with limited farming exposure. [College Instructor]

To Advertisers and Sponsors

Added a water system which I had planned to do, but I got all the suppliers from your site. I couldn't find places to get the things I needed to make it work until I scoured advertisers on your site. Also, after talking to suppliers I realized some things I needed that I had not considered. Adding my water system changed my life. [Reader]

When an On Pasture reader clicks on my ad, they almost always go on to find out how to buy my products. [Advertiser]

Let Us Make a Difference for You!

Content suggestions/information requests:

Kathy Voth
Publisher

kathy@onpasture.com, (970)260-2185

Advertising and sponsorships:

Peter Williams

peter@onpasture.com, (520)834-1421