

# Understanding Your Hereford World Subscription

The American Hereford Association (AHA) proudly offers the *Hereford World*, a publication for progressive, profit-minded Hereford breeders and commercial cattlemen who make their living in the beef industry. Here are a few tips and tricks to make sure you don't miss the next *Hereford World*.

The magazine is published 11 times a year with May/June being a combined issue, and includes seven glossy issues and four

tabloid issues. There are three ways to receive the *Hereford World*.

## 1 Paid subscription

Hereford enthusiasts may receive the *Hereford World* through a paid subscription, which is \$35 a year for second class mail. This subscription is not included in the annual adult or junior dues. An individual can be a member of AHA or National Junior Hereford Association (NJHA) and not receive the *Hereford World*. Please note that Missouri residents must pay sales tax, which is currently \$3.36 for second class.

A first class subscription is \$70 per year and Missouri sales tax will be \$6.72 cents on a one-year subscription. A foreign first class subscription is \$110 and second class is \$60.

Paid subscribers receive all 11 issues and may choose a one-year subscription up to a three-year subscription. There is no discount offered to multi-year subscribers. To subscribe to the *Hereford World*,

call the AHA or visit [Hereford.org](http://Hereford.org) for a form.

## 2 Free full subscription

AHA members paying the \$100 member service fee receive a free 11-issue subscription to the *Hereford World*. Contact the AHA records department at 816-842-3757 for more information on the member service fee.

## 3 Free tabloid subscription

The AHA offers a free tabloid subscription for the January, February, August and October *Hereford World* issues.

A subscription card must be received by the AHA office in order to subscribe.

Simply fill out the postage-paid card and drop it in the mail for a free three-year subscription to the four tabloid issues. The card can be found on cover wraps of the four issues or by contacting AHA field staff or the AHA office. To re-subscribe, send in another card. This card will not suffice for

renewing any paid subscription. Please note a free tabloid subscription is not available outside the United States.

## Additional notes

To know when to renew, take a look at the mailing label. At the top of the mailing label is your member/account number. To the right of the member/account number is the expiration date of your current subscription. If a renewal is in place (for example, if you paid your member service fee) the date that shown will be the expiration of the current year's subscription.

Also, watch for stickers on the *Hereford World* received. Two stickers will remind you that your subscription is nearing expiration. The first sticker will state, "Renew now, next to last issue," and the last sticker will read, "Renew now, last issue."

If you are unsure of your subscription status or have any other questions, please call the AHA office. **HW**

## Paid subscription advantages

Paid subscriptions and the free subscription with the \$100 member service fee also includes:

- *Hereford AI Book* with the March issue
- The *Hereford Register* and the *Hereford Handbook* in the July Herd Bull and Reference Edition of *Hereford World*
- The American Hereford Association Annual Report in the November issue
- All sale catalogs that ride along with *Hereford World* **HW**