



About American Bucking Bull, Inc.

American Bucking Bull, Inc. (ABBI) is a registry which records and preserves the pedigrees of the world's premier bucking bull livestock. With over one hundred thousand registered animals, ABBI is the third largest cattle registry in the world. American Bucking Bull, Inc. is dedicated to unifying, developing and promoting the bucking bull industry through pedigree preservation; enhancement and promotion of bucking bull ownership, breeding, and welfare; and development of programs and events showcasing the world's finest bucking bull stock. ABBI is structured to promote participation by those with the biggest stake in the bucking bull industry – the owners, breeders and trainers of the world's greatest bucking bulls.

ABBI sanctions a series of bucking bull events, entitled Classic events for the 3 & 4 year old bulls that compete during a PBR tour event with PBR riders. The regular season runs from January through September and culminates in an annual World Finals Events held in conjunction with the PBR World Finals in Las Vegas, NV. ABBI also sanctions futurity events held across the country that are usually in conjunction with a Classic event with the same local promoter that is sponsoring the Classic event. Several stand alone futurities are held, but must have a minimum of 40 bulls competing, without additional costs to the promoter.

American Bucking Bull, Inc. has incorporated the United States Bucking Bull Association (USBBA) as a non-profit organization with the primary mission of publicly promoting bucking bull ownership, breeding, training and welfare. USBBA has a scholarship fund, provides incentive programs, and produces events and competitions for ABBI's Junior Members.





Our Numbers

*Revised 05/12



American Bucking Bull, Inc.

Active Members	2,400 +
Registered Animals	140,000 +
Email blast contacts	4,400 +

the *****
**American
Bucking Bull**

Print

Magazine Readership	30,000 +
World Finals Program	36,000 +

Web

WWW.ABBINOW.COM

# 1 Google Page Rank	
Unique visitors (monthly)	10,000 +
Site Visits (monthly)	26,000 +
Pageviews (monthly)	221,000 +
New Visits (monthly)	30% +



Social Media

Facebook followers	6,000 +
Post views (avg. monthly)	80,000 +
Impressions per post (avg.)	2,600 +
Top countries after United States:	Brazil, Mexico, Canada, Australia, New Zealand, Italy, UK
Twitter followers	1,600 +



Events

Regular Season Classic/Maturity Events	20
Regular Season Jr/Futurity Events	17
World Finals in Las Vegas, NV	5



Live Streaming

Total Views (per event)	3,800 +
Unique Viewers (per event)	1,695
Viewer Hours (per event)	2,000 +



Our Members

Worldwide Reach

United States, Canada, Brazil, Australia

National Reach

All 50 States

Western Region has highest concentration, with Texas, Oklahoma and California at top

USBBA – Non Profit

USBBA is the source of The American Bucking Bull Magazine. TABB is distributed directly to thousands of fans, riders, judges, contractors, and breeders. A breeder membership is not required to enjoy the benefits of the best bucking bull news publication available.

Junior Breeders

ABBI has the option for junior members to participate in breeding and entering events. Anyone under 18 years of age can qualify to become a junior breeder, and ages 9-18 can flank their own bulls.

Veterinarians

ABBI partners with veterinarians nationwide to age verify our animal athletes. Through this base, ABBI can reach the professional population of large animal veterinarians with bucking stock news and events.

Back Seat Buckers

This exciting new ABBI program allows anyone to become a Gold Standard Contractor and compete for a piece of Half a Million in prize money. 100 hand-picked futurity calves are trained, hauled across the country and competed to win their owners big bucks. Celebrity owners include Chad Ochocinco, John Elway, Wayne Gretzky and more.