

FARM PUBLICATION

Publisher's Statement

6 months ended December 31, 2015

Subject to Audit

Field Served:

Owners and operators of commercial farms and ranches, farm managers, consultants, those who work or live on a farm or ranch, those in a business or profession directly related to farming and ranching.

| | | |
|---|--|----------------|
| TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION | | 345,067 |
|---|--|----------------|

| | | | |
|-----------|---|--------|---------------|
| 1A | AVERAGE QUALIFIED PAID CIRCULATION | | |
| | Individual | 18,623 | |
| | Total Average Qualified Paid Circulation | | 18,623 |

| | | | |
|-----------|--|---------|----------------|
| 1B | AVERAGE QUALIFIED NONPAID CIRCULATION | | |
| | Individual | 326,444 | |
| | Total Average Qualified Nonpaid Circulation | | 326,444 |

| | | | |
|-----------|---|--------------|--|
| 1C | AVERAGE NONQUALIFIED CIRCULATION | | |
| | Allocated For Shows & Conventions | 33 | |
| | Miscellaneous, Including Staff Copies, See Par. 11(a) | 2,303 | |
| | Total Average Nonqualified Circulation | 2,336 | |

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS, See Par. 11(b)

| Edition & Number of issues | Average Qualified Paid Circulation | Average Qualified Nonpaid Circulation | Total Qualified Paid and Nonpaid Circulation |
|----------------------------|------------------------------------|---------------------------------------|--|
| SECTIONAL EDITIONS: | | | |
| Pacific(6) | 483 | 5,237 | 5,720 |
| Northwest(6) | 807 | 8,777 | 9,584 |
| Colorado(6) | 333 | 4,857 | 5,190 |
| Montana-Wyoming(6) | 292 | 6,729 | 7,021 |
| Ohio(6) | 1,462 | 13,622 | 15,084 |
| Michigan(6) | 728 | 8,601 | 9,329 |
| Indiana(6) | 1,461 | 15,370 | 16,831 |
| Wisconsin(6) | 754 | 13,906 | 14,660 |
| Illinois(6) | 2,009 | 28,885 | 30,894 |
| Minnesota(6) | 1,046 | 24,327 | 25,373 |
| Iowa(6) | 1,634 | 36,831 | 38,465 |
| Missouri(6) | 673 | 15,878 | 16,551 |
| Dakotas(6) | 703 | 27,075 | 27,778 |
| Nebraska(6) | 781 | 22,948 | 23,729 |
| Kansas(6) | 734 | 18,063 | 18,797 |
| Southwest(6) | 848 | 22,751 | 23,599 |
| Delta(6) | 332 | 10,546 | 10,878 |
| Georgia-Florida(6) | 274 | 4,945 | 5,219 |
| Alabama(6) | 108 | 2,370 | 2,478 |
| Tennessee(6) | 223 | 4,731 | 4,954 |
| Carolinas(6) | 461 | 6,538 | 6,999 |
| Kentucky(6) | 241 | 6,031 | 6,272 |
| Virginias(6) | 344 | 3,735 | 4,079 |
| DE-MD-NJ-DC(6) | 387 | 2,434 | 2,821 |
| New York-New England(6) | 626 | 6,026 | 6,652 |
| Pennsylvania(6) | 879 | 5,231 | 6,110 |
| TOTAL | 18,623 | 326,444 | 345,067 |
| REGIONAL EDITIONS: | | | |
| West (6) | 1,915 | 25,600 | 27,515 |
| Central (6) | 11,985 | 225,506 | 237,491 |
| South (6) | 2,831 | 61,647 | 64,478 |
| East (6) | 1,892 | 13,691 | 15,583 |
| TOTAL | 18,623 | 326,444 | 345,067 |

QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

| 2015 Issue | Total | Paid | Qualified Nonpaid |
|------------|---------|--------|-------------------|
| Summer | 345,008 | 18,920 | 326,088 |
| Sept. | 345,083 | 18,923 | 326,160 |
| Oct. | 345,079 | 18,659 | 326,420 |
| Nov. | 345,084 | 18,542 | 326,542 |
| Mid-Nov. | 345,074 | 18,365 | 326,709 |
| Dec. | 345,070 | 18,327 | 326,743 |

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE DECEMBER 2015 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 1.6% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 0.1% GREATER THAN THE PERIOD AVERAGE

DEMOGRAPHICS - NATIONAL EDITION

3A1. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the December 2015 issue.

1. Number

The information is based on an analysis of the subscriber list and on data from subscriber records. It is not based on a projection of a sample.

The total number of names reviewed in this paragraph represents 100.0% of the total circulation of the December 2015 issue - NATIONAL EDITION. Eliminated from the analysis are those subscribers who have indicated they no longer have an active farm interest.

2. Source of Data

Data on degree of farm interest and data on crop and livestock demographics are based on information supplied by the subscriber.

3. Timing

In 1965, FARM JOURNAL, INC. began recording, electronically, subscribers' demographic characteristics (acreage, crops, livestock) as well as degree of farm interest. This paragraph reflects the information thus recorded for 345,070 subscribers who received the December 2015 issue - NATIONAL EDITION.

3A2. TOTAL NUMBER OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:

| | Paid | Qualified Nonpaid | Total | % of Total Reviewed |
|---|--------|-------------------|---------|---------------------|
| Total subscriptions as of December 2015 Issue - NATIONAL EDITION..... | 18,327 | 326,743 | 345,070 | 100.0 |
| Total number reviewed..... | 18,327 | 326,743 | 345,070 | 100.0 |
| Total number identified as to: | | | | |
| Degree of Farm Interest..... | 14,975 | 326,743 | 341,718 | 99.0 |
| Demographic Data..... | 14,975 | 326,743 | 341,718 | 99.0 |

3A3. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST (NATIONAL EDITION):

| | Paid | Qualified Nonpaid | Total | % of Total Identified |
|--|--------|-------------------|---------|-----------------------|
| Own or Operate a Farm or Ranch..... | 14,610 | 315,821 | 330,431 | 96.7 |
| Farm Managers, Technical or Supervisory Personnel..... | 166 | 3,716 | 3,882 | 1.1 |
| In a Business Directly Related to Farming or Ranching..... | 199 | 7,206 | 7,405 | 2.2 |
| TOTAL IDENTIFIED..... | 14,975 | 326,743 | 341,718 | 100.0 |

AGE OF DEGREE FARM INTEREST DATA

| Age (Months) | Own or Operate a Farm or Ranch | | | | Farm Managers, Technical or Supervisory Personnel | | | | In a Business Related to Farming | | | | Total | | | |
|--------------|--------------------------------|-------------------|---------|-------|---|-------------------|-------|-------|----------------------------------|-------------------|-------|-------|--------|-------------------|---------|-------|
| | Paid | Qualified Nonpaid | Total | % | Paid | Qualified Nonpaid | Total | % | Paid | Qualified Nonpaid | Total | % | Paid | Qualified Nonpaid | Total | % |
| 1-12 | 4,022 | 223,791 | 227,813 | 68.9 | 57 | 2,355 | 2,412 | 62.1 | 106 | 4,879 | 4,985 | 67.3 | 4,185 | 231,025 | 235,210 | 68.8 |
| 13-24 | 3,389 | 77,102 | 80,491 | 24.4 | 37 | 995 | 1,032 | 26.6 | 27 | 1,858 | 1,885 | 25.5 | 3,453 | 79,955 | 83,408 | 24.4 |
| 25-36 | 2,562 | 14,928 | 17,490 | 5.3 | 33 | 366 | 399 | 10.3 | 20 | 469 | 489 | 6.6 | 2,615 | 15,763 | 18,378 | 5.4 |
| 37+ | 4,637 | | 4,637 | 1.4 | 39 | | 39 | 1.0 | 46 | | 46 | 0.6 | 4,722 | | 4,722 | 1.4 |
| TOTAL | 14,610 | 315,821 | 330,431 | 100.0 | 166 | 3,716 | 3,882 | 100.0 | 199 | 7,206 | 7,405 | 100.0 | 14,975 | 326,743 | 341,718 | 100.0 |

3A4. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE (NATIONAL EDITION):

| Subscriber Age (Years) | Paid | % | Qualified Nonpaid | % | Total | % |
|------------------------|--------|-------|-------------------|-------|---------|-------|
| Under 35 | 57 | 0.4 | 5,483 | 2.2 | 5,540 | 2.1 |
| 35-44 | 256 | 1.8 | 15,395 | 6.3 | 15,651 | 6.0 |
| 45-54 | 1,008 | 7.0 | 39,361 | 16.1 | 40,369 | 15.6 |
| 55-64 | 3,529 | 24.5 | 77,802 | 31.8 | 81,331 | 31.4 |
| Over 64 | 9,543 | 66.3 | 106,706 | 43.6 | 116,249 | 44.9 |
| TOTAL | 14,393 | 100.0 | 244,747 | 100.0 | 259,140 | 100.0 |

3A5. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (NATIONAL EDITION): CROPS

CORN DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 30,768 | 77,670 | 68,125 | 53,890 | 38,058 | 268,511 |

WHEAT DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 78,867 | 33,467 | 22,108 | 17,655 | 18,319 | 170,416 |

SOYBEAN DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 37,377 | 66,513 | 59,270 | 43,403 | 30,339 | 236,902 |

SORGHUM DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 34,597 | 8,215 | 4,704 | 2,912 | 1,797 | 52,225 |

HAY/ALFALFA DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-199</u> | <u>200-299</u> | <u>300-499</u> | <u>500+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|-------------|--------------|
| 84,583 | 28,286 | 12,885 | 10,282 | 9,459 | 145,495 |

COTTON DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 7,712 | 4,217 | 3,747 | 3,423 | 3,768 | 22,867 |

CROPLAND ACRES DEMOGRAPHIC DATA

| <u>1-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000-2,499</u> | <u>2,500+</u> | <u>Total</u> |
|--------------|----------------|----------------|--------------------|---------------|--------------|
| 53,610 | 72,122 | 81,822 | 84,718 | 36,257 | 328,529 |

3A6. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (NATIONAL EDITION): LIVESTOCK

BEEF COW DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 74,855 | 25,262 | 20,846 | 5,968 | 2,616 | 129,547 |

FED BEEF DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000-2,499</u> | <u>2,500+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|--------------------|---------------|--------------|
| 28,299 | 5,927 | 5,421 | 2,409 | 1,877 | 1,278 | 45,211 |

CALVES BACKGROUNDED DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 38,519 | 11,548 | 9,335 | 3,419 | 2,647 | 65,468 |

ALL BEEF UNDUPLICATED DEMOGRAPHIC DATA - RECEIVING BEEF TODAY

| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 68,845 | 30,904 | 29,633 | 12,335 | 9,173 | 150,890 |

HOG DEMOGRAPHIC DATA

| <u>1-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000-1,999</u> | <u>2,000-4,999</u> | <u>5,000+</u> | <u>Total</u> |
|--------------|----------------|----------------|--------------------|--------------------|---------------|--------------|
| 3,709 | 1,293 | 1,135 | 1,633 | 2,699 | 4,852 | 15,321 |

SOW DEMOGRAPHIC DATA

| <u>1-49</u> | <u>50-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500+</u> | <u>Total</u> |
|-------------|--------------|----------------|----------------|-------------|--------------|
| 3,035 | 799 | 995 | 486 | 1,081 | 6,396 |

DAIRY COW DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 9,340 | 5,892 | 5,317 | 2,555 | 2,498 | 25,602 |

HEIFER DEMOGRAPHIC DATA

| <u>1-49</u> | <u>50-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500+</u> | <u>Total</u> |
|-------------|--------------|----------------|----------------|-------------|--------------|
| 5,051 | 5,531 | 5,093 | 4,574 | 3,967 | 24,216 |

DEMOGRAPHICS - CENTRAL EDITION

3A7. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the December 2015 issue.

1. Number

The information is based on an analysis of the subscriber list and on data from subscriber records. It is not based on a projection of a sample.

The total number of names reviewed in this paragraph represents 100.0% of the total circulation of the December 2015 issue - CENTRAL EDITION. Eliminated from the analysis are those subscribers who have indicated they no longer have an active farm interest.

2. Source of Data

Data on degree of farm interest and data on crop and livestock demographics are based on information supplied by the subscriber.

3. Timing

In 1965, FARM JOURNAL, INC. began recording, electronically, subscribers' demographic characteristics (acreage, crops, livestock) as well as degree of farm interest. This paragraph reflects the information thus recorded for 239,248 subscribers who received the December 2015 issue - CENTRAL EDITION.

3A8. TOTAL NUMBER OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:

| | Paid | Qualified Nonpaid | Total | % of Total Reviewed |
|---|--------|-------------------|---------|---------------------|
| Total subscriptions as of December Issue - CENTRAL EDITION..... | 11,747 | 227,501 | 239,248 | 100.0 |
| Total number reviewed..... | 11,747 | 227,501 | 239,248 | 100.0 |
| Total number identified as to: | | | | |
| Degree of Farm Interest..... | 9,942 | 227,501 | 237,443 | 99.2 |
| Demographic Data..... | 9,942 | 227,501 | 237,443 | 99.2 |

3A9. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST (CENTRAL EDITION):

| | Paid | Qualified Nonpaid | Total | % of Total Identified |
|--|-------|-------------------|---------|-----------------------|
| Own or Operate a Farm or Ranch..... | 9,731 | 221,566 | 231,297 | 97.4 |
| Farm Managers, Technical or Supervisory Personnel..... | 101 | 2,151 | 2,252 | 1.0 |
| In a Business Directly Related to Farming or Ranching..... | 110 | 3,784 | 3,894 | 1.6 |
| TOTAL IDENTIFIED..... | 9,942 | 227,501 | 237,443 | 100.0 |

AGE OF DEGREE FARM INTEREST DATA

| Age (Months) | Own or Operate a Farm or Ranch | | | | Farm Managers, Technical or Supervisory Personnel | | | | In a Business Related to Farming or Ranching | | | | Total | | | |
|--------------|--------------------------------|-------------------|---------|-------|---|-------------------|-------|-------|--|-------------------|-------|-------|-------|-------------------|---------|-------|
| | Paid | Qualified Nonpaid | Total | % | Paid | Qualified Nonpaid | Total | % | Paid | Qualified Nonpaid | Total | % | Paid | Qualified Nonpaid | Total | % |
| 1-12 | 2,795 | 157,228 | 160,023 | 69.2 | 37 | 1,371 | 1,408 | 62.5 | 51 | 2,539 | 2,590 | 66.5 | 2,883 | 161,138 | 164,021 | 69.1 |
| 13-24 | 2,439 | 53,699 | 56,138 | 24.3 | 23 | 555 | 578 | 25.7 | 21 | 986 | 1,007 | 25.9 | 2,483 | 55,240 | 57,723 | 24.3 |
| 25-36 | 1,623 | 10,639 | 12,262 | 5.3 | 20 | 225 | 245 | 10.9 | 15 | 259 | 274 | 7.0 | 1,658 | 11,123 | 12,781 | 5.4 |
| 37+ | 2,874 | | 2,874 | 1.2 | 21 | | 21 | 0.9 | 23 | | 23 | 0.6 | 2,918 | | 2,918 | 1.2 |
| TOTAL | 9,731 | 221,566 | 231,297 | 100.0 | 101 | 2,151 | 2,252 | 100.0 | 110 | 3,784 | 3,894 | 100.0 | 9,942 | 227,501 | 237,443 | 100.0 |

3A10. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE (CENTRAL EDITION):

| Subscriber Age (Years) | Paid | % | Qualified Nonpaid | % | Total | % |
|------------------------|--------------|--------------|-------------------|--------------|----------------|--------------|
| Under 35 | 34 | 0.4 | 4,099 | 2.3 | 4,133 | 2.3 |
| 35-44 | 166 | 1.7 | 11,601 | 6.7 | 11,767 | 6.4 |
| 45-54 | 727 | 7.6 | 29,931 | 17.3 | 30,658 | 16.8 |
| 55-64 | 2,556 | 26.7 | 57,483 | 33.2 | 60,039 | 32.8 |
| Over 64 | 6,101 | 63.6 | 70,138 | 40.5 | 76,239 | 41.7 |
| TOTAL | 9,584 | 100.0 | 173,252 | 100.0 | 182,836 | 100.0 |

3A11. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (CENTRAL EDITION): CROPS

CORN DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 17,905 | 63,084 | 55,941 | 45,659 | 31,195 | 213,784 |

WHEAT DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 61,587 | 20,989 | 12,187 | 9,225 | 8,282 | 112,270 |

SOYBEAN DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 29,464 | 58,075 | 50,614 | 37,467 | 23,284 | 198,904 |

SORGHUM DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|---------------|--------------|
| 20,636 | 4,408 | 2,453 | 1,478 | 756 | 29,731 |

HAY/ALFALFA DEMOGRAPHIC DATA

| <u>1-99</u> | <u>100-199</u> | <u>200-299</u> | <u>300-499</u> | <u>500+</u> | <u>Total</u> |
|-------------|----------------|----------------|----------------|-------------|--------------|
| 63,221 | 18,083 | 7,502 | 5,710 | 4,475 | 98,991 |

CROPLAND ACRES DEMOGRAPHIC DATA

| <u>1-249</u> | <u>250-499</u> | <u>500-999</u> | <u>1,000-2,499</u> | <u>2,500+</u> | <u>Total</u> |
|--------------|----------------|----------------|--------------------|---------------|--------------|
| 29,761 | 54,057 | 62,352 | 63,412 | 23,429 | 233,011 |

3A12. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (CENTRAL EDITION): LIVESTOCK

BEEF COW DEMOGRAPHIC DATA

| | | | | | |
|-------------|----------------|----------------|----------------|---------------|--------------|
| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
| 49,418 | 15,808 | 10,966 | 2,674 | 1,069 | 79,935 |

FED BEEF DEMOGRAPHIC DATA

| | | | | | | |
|-------------|----------------|----------------|----------------|--------------------|---------------|--------------|
| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000-2,499</u> | <u>2,500+</u> | <u>Total</u> |
| 21,050 | 4,740 | 4,382 | 1,935 | 1,541 | 991 | 34,639 |

CALVES BACKGROUNDED DEMOGRAPHIC DATA

| | | | | | |
|-------------|----------------|----------------|----------------|---------------|--------------|
| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
| 24,221 | 7,394 | 5,449 | 1,828 | 1,225 | 40,117 |

ALL BEEF UNDUPLICATED DEMOGRAPHIC DATA

| | | | | | |
|-------------|----------------|----------------|----------------|---------------|--------------|
| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
| 46,279 | 20,031 | 17,789 | 6,858 | 5,322 | 96,279 |

HOG DEMOGRAPHIC DATA

| | | | | | | |
|--------------|----------------|----------------|--------------------|--------------------|---------------|--------------|
| <u>1-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000-1,999</u> | <u>2,000-4,999</u> | <u>5,000+</u> | <u>Total</u> |
| 2,647 | 1,122 | 1,057 | 1,537 | 2,523 | 4,362 | 13,248 |

SOW DEMOGRAPHIC DATA

| | | | | | |
|-------------|--------------|----------------|----------------|-------------|--------------|
| <u>1-49</u> | <u>50-99</u> | <u>100-249</u> | <u>250-499</u> | <u>500+</u> | <u>Total</u> |
| 2,327 | 721 | 893 | 406 | 971 | 5,318 |

DAIRY COW DEMOGRAPHIC DATA

| | | | | | |
|-------------|----------------|----------------|----------------|---------------|--------------|
| <u>1-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500-999</u> | <u>1,000+</u> | <u>Total</u> |
| 6,530 | 3,771 | 2,916 | 1,139 | 802 | 15,158 |

HEIFER DEMOGRAPHIC DATA

| | | | | | |
|-------------|--------------|----------------|----------------|-------------|--------------|
| <u>1-49</u> | <u>50-99</u> | <u>100-199</u> | <u>200-499</u> | <u>500+</u> | <u>Total</u> |
| 3,476 | 3,755 | 3,200 | 2,611 | 1,682 | 14,724 |

3B

AGE OF SOURCE DATA ANALYSIS

| Source | Qualified Within | | | Total | % |
|--|------------------|---------------|---------------|----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| Qualified Nonpaid Circulation: | | | | | |
| Total Direct request from recipient: | 118,597 | 58,858 | 35,857 | 213,312 | 65.3 |
| Written | 38,366 | 26,503 | 13,521 | 78,390 | 24.0 |
| Telecommunication | 74,924 | 28,914 | 19,409 | 123,247 | 37.7 |
| Internet and E-mail | 5,307 | 3,441 | 2,927 | 11,675 | 3.6 |
| Total Direct request from recipient's company: | | | | | |
| Written | | | | | |
| Telecommunication | | | | | |
| Internet and E-mail | | | | | |
| Total Communication other than request: | | | | | |
| Written | | | | | |
| Telecommunication | | | | | |
| Internet and E-mail | | | | | |
| Association | | | | | |
| Business Directories | | | | | |
| Lists | | | | | |
| Acquired Circulation | | | | | |
| Other Sources, See Par. 11(c) | 100,111 | 13,320 | | 113,431 | 34.7 |
| Total Qualified Nonpaid Circulation | 218,708 | 72,178 | 35,857 | 326,743 | 100.0 |
| Percent | 66.9 | 22.1 | 11.0 | 100.0 | |
| Paid Subscription Circulation | | | | 18,327 | |
| Paid Acquired Circulation | | | | | |
| Single Copy Sales | | | | | |
| Total Qualified Circulation | | | | 345,070 | |

QUESTIONNAIRE:

RENEWAL NOTICE

Please help us continue to bring you practical information for your operation by completing the survey below. Thank you.

Email Address: _____

Providing your e-mail address qualifies you to receive a limited amount of valuable news, weather and market information; control your (magazine) print subscription; and learn about special offers from Farm Journal and its partners.

Additional complimentary e-mail services:

No, I do NOT want to receive AgWeb Daily... news, weather and market analysis

No, I do NOT want to receive valuable offers from Farm Journal.

PLEASE FOLLOW AND RETURN THIS ENTIRE LETTER, INCLUDING YOUR COMMENT IN FORM NUMBER ABOVE, IN THE ENVELOPE PROVIDED.

To qualify, you must check the one box that best describes your agricultural involvement.

Operate a farm/ranch
 Own a farm/ranch but rent it out (absentee owner)
 Farm manager
 Employed on a farm or ranch (supervisor, foreman, handman)
 Voted market Dairy Beef Other
 Nutritionist Independent Company-employed
 Consultant Crop Livestock
 Total farm/ranch acres _____ No crop acres

Do you? (check all that apply)

Sell seed Irrigate
 Practice minimum or no-till Subscribe to FJN
 Typically try new technologies early Have a succession plan

Free Trial Subscription to Farm Journal Mobile (via text message to your cell phone)

Commodity Update Market Alert (Corn, Soybeans, Wheat, Crude Oil, & more)
 Sent 2+ times a day on Demand
 Weather forecast sent daily
 Market Comment – top market news sent daily

Call Phone Number: _____

You must provide a cell phone with text plan to receive these text messages.

I authorize owner of this cell phone number and I agree to receive text messages, information by approved text or cell delivery including an automatic dialing system from or on behalf of Farm Journal, Commodity Update, related companies, and carefully selected partners in the agricultural industry. Consent in text message not required to purchase other Farm Journal products. Center message & data rates may apply to email, but "STOP" text "NO" for help.

Birth date: Month _____ Day _____ Year _____

Commodity & practices: **Total corn acres** _____

| | |
|--------------------------------------|---------------------------------|
| AgGold (acres) _____ | Buck's (acres) _____ |
| Bonus Hybrids (acres) _____ | Channel (acres) _____ |
| Cropplan by Mile Field (acres) _____ | Dairyland Seeds (acres) _____ |
| DeKalb (acres) _____ | Dosbar's (acres) _____ |
| Golden Harvest (acres) _____ | Harvestor Hybrids (acres) _____ |
| Latham (acres) _____ | IG Brand (acres) _____ |
| Myogen (acres) _____ | Meritup King (acres) _____ |
| Mulach Seed (acres) _____ | Pioneer (acres) _____ |
| Spectrurn (acres) _____ | Shine (acres) _____ |
| Syngenta Seeds (acres) _____ | Toral Seeds (acres) _____ |
| Thunder (acres) _____ | Wyfals (acres) _____ |
| Other seed (acres) _____ | |

Please indicate brand _____

Production crop acres:

| | | |
|----------------|---------------------|------------------|
| Soybeans _____ | Wheat _____ | Cotton _____ |
| Sorghum _____ | Alfalfa _____ | Hay _____ |
| Rice _____ | Sugar Beets _____ | Sunflowers _____ |
| Potatoes _____ | Fruits & nuts _____ | Vegetables _____ |
| Peanuts _____ | Tobacco _____ | Grass _____ |
| Barley _____ | Other Crop _____ | |

Please indicate _____

Livestock: No livestock

Beef cows (owned) _____

Cattle – stocker/backgrounder/preconditioner (sold annually) _____

Feed cattle (sold annually) _____

Milk cows (owned) _____

Dairy heifers (owned) _____ Dairy heifers (grown for others) _____

Hogs & pigs (sold annually) _____ Sows (owned) _____

Who is your primary retailer for ag chemicals?

Name _____

City _____ State _____

Save Time!

Renew online at www.farmjournal.com/renew
 or fax to 866-347-5082

If I qualify, I would like to receive/continue to receive the following FREE of charge:

FARM JOURNAL
 Production • Policy • Technology

_____ Date _____

(Signature – you must sign here to receive Farm Journal)

Top Producer
 The Business of Production Agriculture

_____ Date _____

(Signature – you must sign here to receive Top Producer)

Dairy
 Magazine of American dairy producers

_____ Date _____

(Signature – you must sign here to receive Dairy Today)

HC-AWG-710

GEOGRAPHIC ANALYSIS

| State | Paid | Qualified Nonpaid | Total Circulation |
|--|---------------|----------------------|----------------------|
| Alabama | 106 | 2,350 | 2,456 |
| Arizona | 64 | 812 | 876 |
| Arkansas | 151 | 5,340 | 5,491 |
| California | 374 | 3,551 | 3,925 |
| Colorado | 325 | 4,769 | 5,094 |
| Connecticut | 51 | 174 | 225 |
| Delaware | 51 | 498 | 549 |
| District of Columbia | 6 | 13 | 19 |
| Florida | 119 | 1,223 | 1,342 |
| Georgia | 152 | 3,675 | 3,827 |
| Idaho | 199 | 2,807 | 3,006 |
| Illinois | 1,971 | 29,461 | 31,432 |
| Indiana | 1,435 | 15,763 | 17,198 |
| Iowa | 1,622 | 37,100 | 38,722 |
| Kansas | 720 | 18,053 | 18,773 |
| Kentucky | 236 | 6,072 | 6,308 |
| Louisiana | 84 | 2,525 | 2,609 |
| Maine | 33 | 261 | 294 |
| Maryland | 203 | 1,537 | 1,740 |
| Massachusetts | 45 | 147 | 192 |
| Michigan | 721 | 8,555 | 9,276 |
| Minnesota | 1,036 | 24,484 | 25,520 |
| Mississippi | 90 | 2,977 | 3,067 |
| Missouri | 659 | 16,088 | 16,747 |
| Montana | 204 | 5,223 | 5,427 |
| Nebraska | 768 | 23,136 | 23,904 |
| Nevada | 34 | 271 | 305 |
| New Hampshire | 18 | 101 | 119 |
| New Jersey | 119 | 422 | 541 |
| New Mexico | 49 | 997 | 1,046 |
| New York | 423 | 4,282 | 4,705 |
| North Carolina | 353 | 4,970 | 5,323 |
| North Dakota | 342 | 12,371 | 12,713 |
| Ohio | 1,443 | 13,878 | 15,321 |
| Oklahoma | 243 | 7,153 | 7,396 |
| Oregon | 182 | 1,728 | 1,910 |
| Pennsylvania | 867 | 5,028 | 5,895 |
| Rhode Island | 10 | 13 | 23 |
| South Carolina | 96 | 1,599 | 1,695 |
| South Dakota | 349 | 14,858 | 15,207 |
| Tennessee | 217 | 4,767 | 4,984 |
| Texas | 542 | 14,608 | 15,150 |
| Utah | 92 | 957 | 1,049 |
| Vermont | 29 | 532 | 561 |
| Virginia | 271 | 3,176 | 3,447 |
| Washington | 307 | 2,723 | 3,030 |
| West Virginia | 75 | 565 | 640 |
| Wisconsin | 744 | 13,725 | 14,469 |
| Wyoming | 81 | 1,373 | 1,454 |
| TOTAL 48 CONTERMINOUS STATES | 18,311 | 326,691 | 345,002 |
| Alaska | 12 | 26 | 38 |
| Hawaii | 4 | 26 | 30 |
| TOTAL ALASKA & HAWAII | 16 | 52 | 68 |
| Single Copy Sales U.S. Unclassified | | | |
| TOTAL UNITED STATES | 18,327 | 326,743 | 345,070 |
| Poss. & Other Areas | | | |
| U.S. & POSS., etc. | 18,327 | 326,743 | 345,070 |
| Canada International Military or Civilian Personnel Overseas Other International | | | |
| TOTAL INTERNATIONAL | | | |
| E-Mail Address Only Other Unclassified | | | |
| GRAND TOTAL | 18,327 | 326,743 | 345,070 |

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2015

5 PRICE DATA
 Basic Prices: Subscriptions: 1 yr. \$29.95; 2 yrs. \$48.95; 3 yrs. \$65.95. Canada and International, 1 yr. \$60.00
 Single Copy: \$4.95
 Sales include Premium Values
 Basic & higher than basic: 3,137
 75% - 99% of basic: None
 50% - 74% of basic: None
 25% - 49% of basic: None
 Less than 25% of basic: None
Total 3,137

7 SALES CHANNELS
 Ordered by mail and/or directly requested by subscriber 2,746
 Ordered through salespeople:
 Catalog agencies and individual agents. 391
 Publisher's own and other publishers' salespeople None
 Independent agencies' salespeople. None
 Association memberships None
 All other channels None
Total 3,137

6 TERM DATA
 Three years or more 1,157
 Two years or more but less than three 483
 One year or more but less than two 1,488
 Less than one year 9
Total 3,137

8 PREMIUM USAGE
 Ordered without premium 3,137
 Ordered with reprinted material from this publication None
 Ordered with other premiums None
Total 3,137

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION
 Reporting not required

10 RENEWAL ANALYSIS OF PAID CIRCULATION
 Reporting not required

11 EXPLANATORY
 Audit Cycle: December Ending.
 (a) Miscellaneous includes checking and promotion copies, averaging 1,506 copies per issue, served to advertisers and agencies.
 (b) Advertising appears nationally in any one or combinations of the Sectional Editions or in one or more of the Regional Editions.
 (c) Other Sources represent copies served to farmers, Farm Managers/consultants and others directly related to farming or ranching as identified from the corporate database of Farm Journal Media, USDA Farm Service Agency and recognized dairy and veterinarian lists.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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 Vice President,
 Audience Development

RON WALL
 Division President and Publisher

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