

FARM PUBLICATION

Publisher's Statement

6 months ended December 31, 2017

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		345,075	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	12,531	Qualified Nonpaid Individual - Print	332,544
Total Average Qualified Paid Circulation	12,531	Total Average Qualified Nonpaid Circulation	332,544
AVERAGE NONQUALIFIED CIRCULATION			
Nonqualified Miscellaneous, Including Staff Copies - Print		2,321	
Total Average Nonqualified Circulation		2,321	

REGIONAL AND DEMOGRAPHIC EDITIONS				
Edition Name	# of Issues	Total Qualified Paid	Total Qualified Nonpaid	Total
SECTIONAL EDITIONS				
Pacific	6	318	4,867	5,185
Northwest	6	551	8,431	8,982
Colorado	6	208	4,800	5,008
Montana/Wyoming	6	187	6,315	6,502
Ohio	6	1,014	14,290	15,304
Michigan	6	505	8,703	9,208
Indiana	6	1,031	16,087	17,118
Wisconsin	6	524	14,574	15,098
Illinois	6	1,349	29,220	30,569
Minnesota	6	743	24,860	25,603
Iowa	6	1,101	37,115	38,216
Missouri	6	463	16,162	16,625
Dakota	6	449	27,584	28,033
Nebraska	6	495	23,628	24,123
Kansas	6	476	18,314	18,790
Southwest	6	535	22,986	23,521
Delata	6	210	11,295	11,505
Georgia/Florida	6	184	5,024	5,208
Alabama	6	65	2,402	2,467
Tennessee	6	151	4,844	4,995
Carolinas	6	258	6,915	7,173
Kentucky	6	149	6,112	6,261
Virginias	6	240	3,883	4,123
DE/MD/NJ/DC	6	265	2,596	2,861
New York/New England	6	437	6,195	6,632
Pennsylvania	6	626	5,342	5,968
REGIONAL EDITIONS				
West	6	1,264	24,413	25,677
Central	6	8,147	230,537	238,684
South	6	1,792	63,461	65,253
East	6	1,328	14,133	15,461

AVERAGE CIRCULATION BY ISSUES				
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total	
Summer	13,250	331,833	345,083	
Sep	13,206	331,866	345,072	
Oct	13,034	332,047	345,081	
Nov	12,927	332,158	345,085	
Mid-Nov	11,415	333,670	345,085	
Dec	11,355	333,688	345,043	

DEMOGRAPHICS

DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the December 2017 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 2017 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 345,043 subscribers who received the December 2017 issue - NATIONAL EDITION.

TOTAL NUMBER OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total	% of Total Reviewed
Subscriptions as of December 2017 Issue - NATIONAL EDITION	11,355	333,688	345,043	100.0
Number reviewed	11,355	333,688	345,043	100.0
Number identified as to:				
Degree of Farm Interest	9,652	333,688	343,340	99.5
Demographic Data	9,652	333,668	343,340	99.5

ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST (NATIONAL EDITION):				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total	% of Total Identified
Own or Operate a Farm or Ranch	9,287	323,854	333,141	97.0
Farm Managers, Technical or Supervisory Personnel	124	3,834	3,958	1.2
In a Business Directly Related to Farming or Ranching	241	6,000	6,241	1.8
TOTAL IDENTIFIED	9,652	333,688	343,340	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			
	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%
1-12	2,364	264,328	266,692	80.1	24	2,588	2,612	66.0	107	3,969	4,076	65.3	2,495	270,885	273,380	79.6
13-24	3,759	55,269	59,028	17.7	37	877	914	23.1	74	1,466	1,540	24.7	3,870	57,612	61,482	17.9
25-36	908	4,257	5,165	1.5	26	369	395	10.0	35	565	600	9.6	969	5,191	6,160	1.8
37+	2,256		2,256	0.7	37		37	0.9	25		25	0.4	2,318		2,318	0.7
TOTAL	9,287	323,854	333,141	100.0	124	3,834	3,958	100.0	241	6,000	6,241	100.0	9,652	333,688	343,340	100.0

ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE (NATIONAL EDITION):

Subscriber Age (Years)	Qualified Paid - Print	%	Qualified Nonpaid - Print	%	Total	%
Under 35	37	0.4	5,311	2.2	5,348	2.1
35-44	139	1.5	15,397	6.3	15,536	6.2
45-54	462	4.9	32,966	13.5	33,428	13.2
55-64	2,086	22.1	75,585	31.1	77,671	30.7
Over 64	6,710	71.1	114,058	46.9	120,768	47.8
TOTAL	9,434	100.0	243,317	100.0	252,751	100.0

DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (NATIONAL EDITION): CROPS
CORN DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
34,663	79,305	60,036	58,633	43,676	276,313

WHEAT DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
80,226	29,166	20,619	15,665	19,200	164,876

SOYBEAN DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
39,351	65,651	53,553	50,288	35,448	244,291

SORGHUM DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
32,772	10,354	6,168	3,983	3,248	56,525

HAY/ALFALFA DEMOGRAPHIC DATA

1-99	100-199	200-299	300-499	500+	Total
91,116	27,427	12,381	10,806	11,180	152,910

COTTON DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
5,393	2,973	3,093	2,787	3,300	17,546

CROPLAND ACRES DEMOGRAPHIC DATA

1-249	250-499	500-999	1,000-2,499	2,500+	Total
52,227	68,026	73,375	87,371	42,572	323,571

DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (NATIONAL EDITION): LIVESTOCK

BEEF COW DEMOGRAPHIC DATA					
1-99	100-199	200-499	500-999	1,000+	Total
71,144	27,038	20,546	6,272	2,695	127,695

FED BEEF DEMOGRAPHIC DATA						
1-99	100-199	200-499	500-999	1,000-2,499	2,500+	Total
29,571	6,969	6,175	2,678	1,967	1,251	48,611

CALVES BACKGROUNDED DEMOGRAPHIC DATA					
1-99	100-199	200-499	500-999	1,000+	Total
35,194	10,948	8,690	3,109	2,412	60,353

ALL BEEF UNDUPLICATED DEMOGRAPHIC DATA - RECEIVING BEEF TODAY					
1-99	100-199	200-499	500-999	1,000+	Total
63,603	31,102	29,704	11,963	9,330	145,702

HOG DEMOGRAPHIC DATA						
1-199	200-499	500-999	1,000-1,999	2,000-4,999	5,000+	Total
3,662	1,283	1,066	1,574	2,953	5,581	16,119

SOW DEMOGRAPHIC DATA					
1-49	50-99	100-249	250-499	500+	Total
3,174	802	1,071	496	1,779	7,322

DAIRY COW DEMOGRAPHIC DATA					
1-99	100-199	200-499	500-999	1,000+	Total
9,086	6,276	5,333	4,095	3,991	28,781

HEIFER DEMOGRAPHIC DATA					
1-49	50-99	100-199	200-499	500+	Total
7,866	5,049	5,351	5,524	5,364	29,154

DEMOGRAPHICS

DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the December 2017 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 2017 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 238,500 subscribers who received the December 2017 issue - CENTRAL EDITION.

TOTAL NUMBER OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total	% of Total Reviewed
Subscriptions as of December 2017 Issue - CENTRAL EDITION	7,396	231,104	238,500	100.0
Number reviewed	7,396	231,104	238,500	100.0
Number identified as to:				
Degree of Farm Interest	6,435	231,104	237,539	99.6
Demographic Data	6,435	231,104	237,539	99.6

ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST (CENTRAL EDITION):				
	Qualified Paid - Print	Qualified Nonpaid - Print	Total	% of Total Identified
Own or Operate a Farm or Ranch	6,228	225,761	231,989	97.7
Farm Managers, Technical or Supervisory Personnel	80	2,248	2,328	1.0
In a Business Directly Related to Farming or Ranching	127	3,095	3,222	1.3
TOTAL IDENTIFIED	6,435	231,104	237,539	100.0

AGE OF DEGREE OF 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			
	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%	Qualified Paid - Print	Qualified Nonpaid - Print	Total	%
1-12	1,738	190,633	192,371	82.9	14	1,563	1,577	67.7	55	2,084	2,139	66.4	1,807	194,280	196,087	82.5
13-24	2,710	32,530	35,240	15.2	21	453	474	20.4	38	728	766	23.8	2,769	33,711	36,480	15.4
25-36	524	2,598	3,122	1.4	20	232	252	10.8	16	283	299	9.3	560	3,113	3,673	1.5
37+	1,256		1,256	0.5	25		25	1.1	18		18	0.5	1,299		1,299	0.6
TOTAL	6,228	225,761	231,989	100.0	80	2,248	2,328	100.0	127	3,095	3,222	100.0	6,435	231,104	237,539	100.0

ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE (CENTRAL EDITION):

Subscriber Age (Years)	Qualified Paid - Print	%	Qualified Nonpaid - Print	%	Total	%
Under 35	25	0.4	3,901	2.2	3,926	2.2
35-44	91	1.4	11,523	6.7	11,614	6.5
45-54	300	4.7	24,834	14.4	25,134	14.1
55-64	1,545	24.4	56,154	32.6	57,699	32.3
Over 64	4,373	69.1	75,953	44.1	80,326	44.9
TOTAL	6,334	100.0	172,365	100.0	178,699	100.0

DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (CENTRAL EDITION): CROPS
CORN DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
20,694	63,484	48,737	48,280	35,445	216,640

WHEAT DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
60,207	17,239	10,812	8,266	9,258	105,782

SOYBEAN DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
30,762	56,677	46,109	42,696	27,375	203,619

SORGHUM DEMOGRAPHIC DATA

1-99	100-249	250-499	500-999	1,000+	Total
18,265	5,866	3,476	2,129	1,372	31,108

HAY/ALFALFA DEMOGRAPHIC DATA

1-99	100-199	200-299	300-499	500+	Total
68,462	17,457	7,182	5,654	5,345	104,100

CROPLAND ACRES DEMOGRAPHIC DATA

1-249	250-499	500-999	1,000-2,499	2,500+	Total
29,830	50,189	54,944	65,492	28,363	228,818

DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (CENTRAL EDITION): LIVESTOCK

BEEF COW DEMOGRAPHIC DATA					
1-99	100-199	200-499	500-999	1,000+	Total
47,670	17,081	11,589	3,124	1,151	80,615

FED BEEF DEMOGRAPHIC DATA						
1-99	100-199	200-499	500-999	1,000-2,499	2,500+	Total
21,778	5,529	5,009	2,216	1,620	1,008	37,160

CALVES BACKGROUNDED DEMOGRAPHIC DATA					
1-99	100-199	200-499	500-999	1,000+	Total
22,844	7,201	5,264	1,760	1,150	38,219

ALL BEEF UNDUPLICATED DEMOGRAPHIC DATA					
1-99	100-199	200-499	500-999	1,000+	Total
43,189	20,366	18,819	7,145	5,596	95,115

HOG DEMOGRAPHIC DATA						
1-199	200-499	500-999	1,000-1,999	2,000-4,999	5,000+	Total
2,621	1,106	985	1,460	2,760	4,981	13,913

SOW DEMOGRAPHIC DATA					
1-49	50-99	100-249	250-499	500+	Total
2,373	713	961	396	1,593	6,036

DAIRY COW DEMOGRAPHIC DATA					
1-99	100-199	200-499	500-999	1,000+	Total
6,433	4,069	3,133	2,046	1,509	17,190

HEIFER DEMOGRAPHIC DATA					
1-49	50-99	100-199	200-499	500+	Total
4,619	3,040	3,155	3,034	2,367	16,215

AGE OF SOURCE ANALYSIS					
Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	%
Total Direct Request From Recipient	125,740	55,717	24,626	206,083	61.8
Written	36,244	23,350	7,835	67,429	20.2
Telecommunication	78,807	30,485	15,920	125,212	37.5
Internet and Email	10,689	1,882	871	13,442	4.0
Total Direct Request From Recipient's Company					
Written					
Telecommunication					
Internet and Email					
Total Communication Other Than Request					
Written					
Telecommunication					
Internet and Email					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	97,544	30,061		127,605	38.2
Total Qualified Subscriptions	223,284	85,778	24,626	333,688	100.0
Percent	66.9	25.7	7.4	100.0	
Paid Subscription Circulation				11,355	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				345,043	

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:

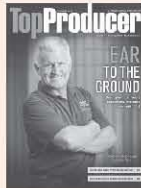
- No, I do NOT want to receive AgWeb Daily... news, weather and market analysis
 No, I do NOT want to receive valuable offers from Farm Journal.

PLEASE FILL OUT AND RETURN THIS ENTIRE LETTER, INCLUDING YOUR CONTACT INFORMATION ABOVE, IN THE ENVELOPE PROVIDED.

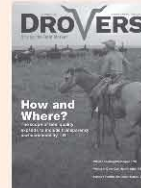
Please check the box next to the publication that you wish to receive and sign below.



FARM JOURNAL
 Production • Policy • Technology



Top Producer
 The Business of
 Production Agriculture



DROVERS
 Driving the Beef Market
 Animal Production • Management •
 Operations



Farm Journal's PORK
 The Magazine of American
 Pork Producers



Dairy Herd Management
 Dairy Production • Management •
 Operations

Date _____

(Signature – you must sign here to receive the publications you have requested.)

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

- Operate/Own a farm/ranch
 Own a farm/ranch but rent it out (absentee owner)
 Farm manager
 Employed on a farm or ranch (supervisor, foreman, herdsman)
 Veterinarian
 (Dairy Beef Other)
 Nutritionist
 (Independent Company-employed)
 Consultant
 (Crop Livestock)

Total farm/ranch acres _____ No crop acres

Corn seed & practices: Total corn acres _____

- | | |
|-----------------------------------|----------------------------------|
| AgriGold (acres) _____ | Beck's (acres) _____ |
| AgVenture (acres) _____ | Channel (acres) _____ |
| Burrus Hybrids (acres) _____ | Dairyland Seeds (acres) _____ |
| Croplan by WinField (acres) _____ | Doebler's (acres) _____ |
| DeKalb (acres) _____ | Hoegemeyer Hybrids (acres) _____ |
| Golden Harvest (acres) _____ | LG Brand (acres) _____ |
| Latham (acres) _____ | Northrup King (acres) _____ |
| Mycogen (acres) _____ | Pioneer (acres) _____ |
| NuTech Seed (acres) _____ | Stine (acres) _____ |
| Spectrum (acres) _____ | Terral Seeds (acres) _____ |
| Syngenta Seeds (acres) _____ | Wyllfels (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 _____ | Oats _____ |
| Barley _____ | Other Crop _____ | |

Please indicate _____

Livestock: No livestock

- Beef cows (annual inventory) _____ Fed cattle (sold annually) _____
 Cattle – stocker/backgrounder/ preconditioner (sold annually) _____
 Total dairy herd size (milking and dry) _____ Bred Heifers _____
 Heifer Calves (birth to weaning) _____ Heifers adolescents (weaning to breeding) _____
 Hogs & pigs (sold annually) _____ Sows (owned) _____

What is your primary tractor brand?

- AGCO Kubota
 CASE Massey Ferguson
 Challenger New Holland/Ford
 John Deere Other _____

Who is your primary retailer for ag chemicals?

Name _____
 City _____ State _____

Do you? (check all that apply)

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

Year of Birth: _____

Start Your Complimentary Subscription to Farm Journal Mobile

- (via text message to your cell phone)
 Commodity Update Market Alert (Corn, Soybeans, Wheat) – Sent 2 times daily
 Weather forecast – Sent daily
 Ag News Updates
 Machinery Pete's Pick of the Week – Sent Friday

Cell Phone Number: _____

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

- I am the owner of this cell phone number and I agree to receive text messages, telemarketing or prerecorded voice calls delivered using an automatic dialing system from or on behalf of Farm Journal, Commodity Update, related companies, and carefully selected sponsors that serve the agricultural industry. Consent to text messages not required for purchase of other Farm Journal products. Carrier message & data rates may apply. To cancel, text "STOP FJM". Text "HELP" for help.

Save Time!

Renew by faxing it to: 866-347-5082

GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	52	2,449	2,501
Arizona	34	795	829
Arkansas	89	5,357	5,446
California	231	3,675	3,906
Colorado	181	4,910	5,091
Connecticut	37	197	234
Delaware	35	491	526
District of Columbia	7	13	20
Florida	74	1,323	1,397
Georgia	91	3,920	4,011
Idaho	113	2,745	2,858
Illinois	1,217	28,965	30,182
Indiana	939	15,858	16,797
Iowa	991	37,575	38,566
Kansas	421	18,757	19,178
Kentucky	138	6,003	6,141
Louisiana	50	2,738	2,788
Maine	23	302	325
Maryland	125	1,591	1,716
Massachusetts	28	173	201
Michigan	468	8,591	9,059
Minnesota	677	25,082	25,759
Mississippi	56	3,103	3,159
Missouri	433	15,896	16,329
Montana	118	5,124	5,242
Nebraska	435	23,936	24,371
Nevada	21	296	317
New Hampshire	12	107	119
New Jersey	76	432	508
New Mexico	34	1,004	1,038
New York	280	4,536	4,816
North Carolina	174	5,328	5,502
North Dakota	197	12,896	13,093
Ohio	928	14,114	15,042
Oklahoma	130	7,226	7,356
Oregon	123	1,777	1,900
Pennsylvania	560	5,225	5,785
Rhode Island	4	17	21
South Carolina	62	1,718	1,780
South Dakota	205	15,084	15,289
Tennessee	133	4,789	4,922
Texas	318	15,447	15,765
Utah	62	1,036	1,098
Vermont	12	652	664
Virginia	171	3,212	3,383
Washington	192	2,884	3,076
West Virginia	56	571	627
Wisconsin	485	14,350	14,835
Wyoming	49	1,355	1,404
TOTAL 48 CONTERMINOUS STATES	11,347	333,625	344,972
Alaska	5	33	38
Hawaii	3	30	33
TOTAL ALASKA & HAWAII	8	63	71
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	11,355	333,688	345,043
Poss. & Other Areas			
U.S. & POSS., etc.	11,355	333,688	345,043
Canada			
International			
Military or Civilian Personnel Overseas			
Total International			
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	11,355	333,688	345,043

NOTES

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

Rounding %: Due to rounding, percentages may not always add up to 100%.

Other Sources: Represent copies served to subscribers obtained from 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.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the December 2017 issue.

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.

Frequency: 12 times per year
Format: Standard

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