

## FARM PUBLICATION

### Publisher's Statement

6 months ended June 30, 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

**345,079**

### 1A AVERAGE QUALIFIED PAID CIRCULATION

Individual .....	14,069	
<b>Total Average Qualified Paid Circulation .....</b>		<b>14,069</b>

### 1B AVERAGE QUALIFIED NONPAID CIRCULATION

Individual .....	331,010	
<b>Total Average Qualified Nonpaid Circulation .....</b>		<b>331,010</b>

### 1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions .....		
Miscellaneous, Including Staff Copies, See Par. 11(a) .....	1,726	
<b>Total Average Nonqualified Circulation .....</b>	<b>1,726</b>	

### 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	Average Qualified Paid & Nonpaid Circulation
SECTIONAL EDITIONS:			
Pacific (6)	356	4,984	5,340
Northwest (6)	626	8,419	9,045
Colorado (6)	237	4,765	5,002
Montana-Wyoming (6)	215	6,387	6,602
Ohio (6)	1,118	14,211	15,329
Michigan (6)	561	8,723	9,284
Indiana (6)	1,140	16,082	17,222
Wisconsin (6)	583	14,344	14,927
Illinois (6)	1,523	29,514	31,037
Minnesota (6)	819	24,833	25,652
Iowa (6)	1,243	37,090	38,333
Missouri (6)	513	16,165	16,678
Dakotas (6)	509	27,489	27,998
Nebraska (6)	572	23,483	24,055
Kansas (6)	548	18,071	18,619
Southwest (6)	615	22,675	23,290
Delta (6)	233	11,045	11,278
Georgia-Florida (6)	212	4,986	5,198
Alabama (6)	77	2,373	2,450
Tennessee (6)	172	4,791	4,963
Carolinas (6)	284	6,776	7,060
Kentucky (6)	169	6,090	6,259
Virginia (6)	268	3,838	4,106
DE-MD-NJ-DC (6)	289	2,576	2,865
New York-New England (6)	487	6,056	6,543
Pennsylvania (6)	700	5,244	5,944
<b>TOTAL</b>	<b>14,069</b>	<b>331,010</b>	<b>345,079</b>
REGIONAL EDITIONS:			
West (6)	1,434	24,555	25,989
Central (6)	9,129	230,005	239,134
South (6)	2,030	62,574	64,604
East (6)	1,476	13,876	15,352
<b>TOTAL</b>	<b>14,069</b>	<b>331,010</b>	<b>345,079</b>

**2**

**QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2017 Issue	Total	Paid	Qualified Nonpaid
Jan	345,084	14,722	330,362
Feb	345,044	14,498	330,546
Mid-Feb	345,093	14,140	330,953
Mar	345,082	14,018	331,064
Early Spring	345,087	13,765	331,322
Late Spring	345,086	13,271	331,815

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE LATE SPRING 2017 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 5.7% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 0.2% GREATER THAN THE PERIOD AVERAGE

**3A**

**DEMOGRAPHICS - NATIONAL EDITION**

3A1. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the Late Spring 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 Late Spring 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 345,086 subscribers who received the Late Spring 2017 issue - NATIONAL EDITION.

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

	Paid	Qualified Nonpaid	Total	% of Total Reviewed
Total subscriptions as of Late Spring 2017 Issue - NATIONAL EDITION ....	13,271	331,815	345,086	100.0
Total number reviewed .....	13,271	331,815	345,086	100.0
Total number identified as to:				
Degree of Farm Interest .....	11,548	331,805	343,353	99.5
Demographic Data .....	11,548	331,805	343,353	99.5

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 .....	11,175	320,279	331,454	96.5
Farm Managers, Technical or Supervisory Personnel .....	140	4,084	4,224	1.2
In a Business Directly Related to Farming or Ranching .....	233	7,442	7,675	2.3
TOTAL IDENTIFIED .....	11,548	331,805	343,353	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	5,403	240,468	245,871	74.2	37	2,630	2,667	63.1	96	4,271	4,367	56.9	5,536	247,369	252,905	73.6
13-24	1,781	68,441	70,222	21.2	41	1,000	1,041	24.6	82	2,335	2,417	31.5	1,904	71,776	73,680	21.5
25-36	749	11,370	12,119	3.6	13	454	467	11.1	18	836	854	11.1	780	12,660	13,440	3.9
37+	3,242		3,242	1.0	49		49	1.2	37		37	0.5	3,328		3,328	1.0
TOTAL	11,175	320,279	331,454	100.0	140	4,084	4,224	100.0	233	7,442	7,675	100.0	11,548	331,805	343,353	100.0

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

Subscriber Age (Years)	Paid	%	Qualified Nonpaid	%	Total	%
Under 35	42	0.4	5,338	2.2	5,380	2.1
35-44	137	1.2	15,516	6.3	15,653	6.1
45-54	577	5.2	34,259	13.9	34,836	13.6
55-64	2,522	23.0	76,330	31.1	78,852	30.7
Over 64	7,729	70.2	114,364	46.5	122,093	47.5
TOTAL	11,007	100.0	245,807	100.0	256,814	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>
34,060	75,734	66,938	56,115	39,531	272,378

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>
84,573	32,879	21,072	16,256	16,928	171,708

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>
37,511	65,141	58,980	47,843	31,600	241,075

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>
35,130	9,406	5,629	3,604	2,537	56,306

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>
79,060	29,244	14,604	12,605	14,732	150,245

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>
9,044	4,680	3,825	3,212	3,259	24,020

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>
52,687	67,753	79,106	87,906	37,525	324,977

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>
72,478	25,956	19,648	5,908	2,641	126,631

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>
29,183	6,260	5,609	2,495	1,880	1,271	46,698

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>
35,317	10,525	8,381	3,102	2,467	59,792

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>
65,770	30,807	28,475	11,606	9,115	145,773

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>
3,772	1,286	1,075	1,612	2,929	5,370	16,044

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>
3,191	819	1,056	515	1,621	7,202

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>
9,040	6,280	5,582	4,482	4,031	29,415

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>
8,744	5,957	6,219	6,287	5,624	32,831

**DEMOGRAPHICS - CENTRAL EDITION**

3A7. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the Late Spring 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 Late Spring 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 239,445 subscribers who received the Late Spring 2017 issue - CENTRAL EDITION.

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

	Paid	Qualified Nonpaid	Total	% of Total Reviewed
Total subscriptions as of Late Spring 2017 - CENTRAL EDITION.....	9,986	229,459	239,445	100.0
Total number reviewed .....	9,986	229,459	239,445	100.0
Total number identified as to:				
Degree of Farm Interest.....	8,862	229,663	238,525	99.6
Demographic Data .....	8,862	229,663	238,525	99.6

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.....	8,666	223,550	232,216	97.4
Farm Managers, Technical or Supervisory Personnel .....	89	2,211	2,200	0.9
In a Business Directly Related to Farming or Ranching .....	107	4,002	4,109	1.7
<b>TOTAL IDENTIFIED .....</b>	<b>8,862</b>	<b>229,663</b>	<b>238,525</b>	<b>100.0</b>

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	4,602	162,147	166,749	71.8	18	1,034	1,052	47.8	36	2,208	2,244	54.6	4,656	165,389	170,045	71.3
13-24	1,095	41,331	42,426	18.3	29	672	701	31.9	33	1,240	1,273	31.0	1,157	43,243	44,400	18.6
25-36	822	20,072	20,894	9.0	12	405	417	18.9	11	554	565	13.7	845	21,031	21,876	9.2
37+	2,147		2,147	0.9	30		30	1.4	27		27	0.7	2,204		2,204	0.9
<b>TOTAL</b>	<b>8,666</b>	<b>223,550</b>	<b>232,216</b>	<b>100.0</b>	<b>89</b>	<b>2,111</b>	<b>2,200</b>	<b>100.0</b>	<b>107</b>	<b>4,002</b>	<b>4,109</b>	<b>100.0</b>	<b>8,862</b>	<b>229,663</b>	<b>238,525</b>	<b>100.0</b>

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

Subscriber Age (Years)	Paid	%	Qualified Nonpaid	%	Total	%
Under 35	29	0.4	3,878	2.2	3,907	2.1
35-44	118	1.4	11,412	6.5	11,530	6.3
45-54	522	6.2	27,613	15.8	28,135	15.4
55-64	2,123	25.1	57,659	33.1	59,782	32.7
Over 64	5,653	66.9	73,894	42.4	79,547	43.5
<b>TOTAL</b>	<b>8,445</b>	<b>100.0</b>	<b>174,456</b>	<b>100.0</b>	<b>182,901</b>	<b>100.0</b>

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>
21,061	66,516	48,795	48,562	30,881	215,815

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>
69,141	21,194	11,919	8,369	8,004	118,627

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>
30,932	58,658	48,727	40,737	22,784	201,838

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>
21,660	5,120	2,975	1,883	1,121	32,759

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>
60,027	18,545	8,417	7,076	7,507	101,572

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>
30,710	52,470	58,652	66,904	24,900	233,636

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>
48,488	15,714	10,867	2,769	1,066	78,904

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>
21,737	4,934	4,584	2,033	1,593	1,010	35,891

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>
23,482	7,354	5,505	1,848	1,265	39,454

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>
44,921	19,744	17,883	6,904	5,485	94,937

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>
2,710	1,110	1,067	1,538	2,605	4,502	13,532

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>
2,375	754	916	410	1,078	5,533

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>
6,269	3,699	2,845	2,417	1,441	16,671

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>
3,348	3,698	3,249	2,741	1,757	14,793

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	<b>118,435</b>	<b>61,911</b>	<b>29,447</b>	<b>209,793</b>	<b>63.2</b>
Written .....	41,427	24,842	11,863	78,132	23.6
Telecommunication .....	68,019	34,038	16,511	118,568	35.7
Internet and E-mail .....	8,989	3,031	1,073	13,093	3.9
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).....	97,756	24,266		122,022	36.8
<b>Total Qualified Nonpaid Circulation .....</b>	<b>216,191</b>	<b>86,177</b>	<b>29,447</b>	<b>331,815</b>	<b>100.0</b>
<b>Percent .....</b>	<b>65.1</b>	<b>26.0</b>	<b>8.9</b>	<b>100.0</b>	
Paid Subscription Circulation.....				13,271	
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>345,086</b>	

QUESTIONNAIRE:

# RENEWAL NOTICE

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

GUF03H
3/20/2017


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




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The Magazine of American Pork Producers



**DAIRY HERD**

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 of ranch (supervisor, foreman, herdsman)

Veterinarian  
(  Daily  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) _____
Buttus Hybrids (acres) _____	Dailyland Seeds (acres) _____
Cropplan 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) _____	Wyffels (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) \_\_\_\_\_ Heifer's 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 of 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

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## GEOGRAPHIC ANALYSIS

State	Paid	Qualified Nonpaid	Total Circulation
Alabama	74	2,365	2,439
Arizona	47	728	775
Arkansas	100	5,509	5,609
California	268	3,696	3,964
Colorado	219	4,759	4,978
Connecticut	45	207	252
Delaware	39	539	578
District of Columbia	7	9	16
Florida	87	1,249	1,336
Georgia	109	3,683	3,792
Idaho	145	2,756	2,901
Illinois	1,445	29,032	30,477
Indiana	1,083	16,131	17,214
Iowa	1,168	37,035	38,203
Kansas	508	18,370	18,878
Kentucky	157	6,133	6,290
Louisiana	58	2,687	2,745
Maine	29	292	321
Maryland	148	1,611	1,759
Massachusetts	33	168	201
Michigan	525	8,761	9,286
Minnesota	785	24,800	25,585
Mississippi	64	3,129	3,193
Missouri	484	16,249	16,733
Montana	138	4,992	5,130
Nebraska	532	23,621	24,153
Nevada	19	261	280
New Hampshire	15	100	115
New Jersey	82	450	532
New Mexico	34	992	1,026
New York	318	4,759	5,077
North Carolina	201	5,185	5,386
North Dakota	229	12,528	12,757
Ohio	1,065	14,288	15,353
Oklahoma	165	7,042	7,207
Oregon	138	1,746	1,884
Pennsylvania	661	5,375	6,036
Rhode Island	5	13	18
South Carolina	68	1,661	1,729
South Dakota	247	15,164	15,411
Tennessee	160	4,828	4,988
Texas	371	14,636	15,007
Utah	70	999	1,069
Vermont	18	660	678
Virginia	189	3,332	3,521
Washington	230	2,814	3,044
West Virginia	59	609	668
Wisconsin	554	14,548	15,102
Wyoming	63	1,263	1,326
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>13,258</b>	<b>331,764</b>	<b>345,022</b>
Alaska	9	26	35
Hawaii	4	25	29
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>13</b>	<b>51</b>	<b>64</b>
Single Copy Sales U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>13,271</b>	<b>331,815</b>	<b>345,086</b>
Poss. & Other Areas			
<b>U.S. &amp; POSS., etc.</b>	<b>13,271</b>	<b>331,815</b>	<b>345,086</b>
Canada International Military or Civilian Personnel Overseas Other International			
<b>TOTAL INTERNATIONAL</b>			
E-Mail Address Only Other Unclassified			
<b>GRAND TOTAL</b>	<b>13,271</b>	<b>331,815</b>	<b>345,086</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended June 30, 2017**

**5** **PRICE DATA** See Par. 9(d)  
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

**7** **SALES CHANNELS** Reporting not required

**8** **PREMIUM USAGE** Reporting not required

**6** **TERM DATA** Reporting not required

**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 1,396 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.
- (d) Authorized prices with 5% or more of total subscription sales:  
1 yr. \$29.95

**We certify that to the best of our knowledge all data set forth in this  
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with Alliance for Audited Media's Bylaws and Rules.**

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**DONNA HANSEN**

VP, Audience Development

**RON WALL**

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