

FARM PUBLICATION

Publisher's Statement

6 months ended December 31, 2016

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

345,081

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	15,673	
Total Average Qualified Paid Circulation		15,673

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Individual	329,408	
Total Average Qualified Nonpaid Circulation		329,408

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions		
Miscellaneous, Including Staff Copies, See Par. 11(a)	4,334	
Total Average Nonqualified Circulation		4,334

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)	402	4,896	5,298
Northwest (6)	685	8,471	9,156
Colorado (6)	268	4,757	5,025
Montana-Wyoming (6)	238	6,484	6,722
Ohio (6)	1,242	14,025	15,267
Michigan (6)	630	8,670	9,300
Indiana (6)	1,255	15,945	17,200
Wisconsin (6)	661	14,146	14,807
Illinois (6)	1,703	29,632	31,335
Minnesota (6)	904	24,758	25,662
Iowa (6)	1,384	37,186	38,570
Missouri (6)	573	16,063	16,636
Dakotas (6)	569	27,341	27,910
Nebraska (6)	651	23,271	23,922
Kansas (6)	616	18,035	18,651
Southwest (6)	703	22,715	23,418
Delta (6)	267	10,956	11,223
Georgia-Florida (6)	227	4,948	5,175
Alabama (6)	85	2,356	2,441
Tennessee (6)	188	4,773	4,961
Carolinas (6)	322	6,682	7,004
Kentucky (6)	194	6,039	6,233
Virginia (6)	297	3,744	4,041
DE-MD-NJ-DC (6)	325	2,540	2,865
New York-New England (6)	525	5,850	6,375
Pennsylvania (6)	760	5,126	5,886
TOTAL	15,673	329,408	345,081
REGIONAL EDITIONS:			
West (6)	1,593	24,608	26,201
Central (6)	10,187	229,071	239,258
South (6)	2,283	62,213	64,496
East (6)	1,610	13,516	15,126
TOTAL	15,673	329,408	345,081

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QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid
Summer	345,089	16,159	328,930
Sep	345,058	16,194	328,864
Oct	345,075	15,709	329,366
Nov	345,091	15,556	329,535
Mid-Nov	345,082	15,341	329,741
Dec	345,086	15,077	330,009

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE DECEMBER 2016 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 3.8% 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 December 2016 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 2016 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 December 2016 issue - NATIONAL EDITION.

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

	Paid	Qualified Nonpaid	Total	% of Total Reviewed
Total subscriptions as of December 2016 Issue - NATIONAL EDITION.....	15,077	330,009	345,086	100.0
Total number reviewed.....	15,077	330,009	345,086	100.0
Total number identified as to:				
Degree of Farm Interest.....	13,090	330,009	343,099	99.4
Demographic Data.....	13,090	330,009	343,099	99.4

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.....	12,743	318,772	331,515	96.6
Farm Managers, Technical or Supervisory Personnel.....	142	3,676	3,818	1.1
In a Business Directly Related to Farming or Ranching.....	205	7,561	7,766	2.3
TOTAL IDENTIFIED.....	13,090	330,009	343,099	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	6,092	26,411	32,503	81.5	36	2,454	2,490	65.2	69	5,475	5,544	71.4	6,197	272,045	278,242	81.1
13-24	1,713	43,379	45,092	13.6	41	787	828	21.7	74	1,447	1,521	19.6	1,828	45,613	47,441	13.8
25-36	1,243	11,277	12,520	3.8	18	435	453	11.9	14	639	653	8.4	1,275	12,351	13,626	4.0
37+	3,695		3,695	1.1	47		47	1.2	48		48	0.6	3,790		3,790	1.1
TOTAL	12,743	318,772	331,515	100.0	142	3,676	3,818	100.0	205	7,561	7,766	100.0	13,090	330,009	343,099	100.0

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

Subscriber Age (Years)	Paid	%	Qualified Nonpaid	%	Total	%
Under 35	43	0.4	5,295	2.2	5,338	2.1
35-44	176	1.4	15,064	6.2	15,240	6.0
45-54	718	5.8	35,416	14.6	36,134	14.2
55-64	2,870	23.1	76,395	31.6	79,265	31.2
Over 64	8,606	69.3	109,773	45.4	118,379	46.5
TOTAL	12,413	100.0	241,943	100.0	254,356	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>
34,223	78,761	64,819	57,512	37,753	273,068

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>
88,691	33,583	21,267	15,628	17,131	176,300

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>
38,618	66,687	57,759	47,920	30,351	241,335

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>
36,024	9,459	5,545	3,561	2,432	57,021

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>
79,348	28,704	14,202	12,307	14,329	148,890

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>
9,567	4,599	3,666	3,060	3,075	23,967

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>
53,602	68,783	78,289	89,327	38,474	328,475

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>
72,235	25,321	19,961	6,071	2,641	126,229

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>
27,948	6,005	5,402	2,393	1,827	1,204	44,779

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>
33,533	10,166	8,226	3,008	2,400	57,333

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>
66,310	30,408	28,501	11,742	8,840	145,801

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>
3,760	1,272	1,132	1,610	2,823	5,107	15,704

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>
3,125	820	1,025	511	1,355	6,836

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>
8,825	5,879	5,161	5,001	4,240	29,106

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>
4,648	5,252	5,051	4,718	4,083	23,752

DEMOGRAPHICS - CENTRAL EDITION

3A7. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the December 2016 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 2016 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 239,521 subscribers who received the December 2016 issue - CENTRAL EDITION.

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

	Paid	Qualified Nonpaid	Total	% of Total Reviewed
Total subscriptions as of December 2016 - CENTRAL EDITION.....	9,776	229,745	239,521	100.0
Total number reviewed	9,776	229,745	239,521	100.0
Total number identified as to:				
Degree of Farm Interest.....	8,709	229,745	238,454	99.6
Demographic Data	8,709	229,745	238,454	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.....	8,509	223,631	232,140	97.4
Farm Managers, Technical or Supervisory Personnel	91	2,107	2,198	0.9
In a Business Directly Related to Farming or Ranching	109	4,007	4,116	1.7
TOTAL IDENTIFIED	8,709	229,745	238,454	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	4,616	188,760	193,376	83.3	20	1,445	1,465	66.7	38	2,955	2,993	72.7	4,674	193,160	197,834	83.0
13-24	1,029	27,689	28,718	12.4	29	438	467	21.2	33	727	760	18.5	1,091	28,854	29,945	12.5
25-36	776	7,182	7,958	3.4	12	224	236	10.7	11	325	336	8.2	799	7,731	8,530	3.6
37+	2,088		2,088	0.9	30		30	1.4	27		27	0.6	2,145		2,145	0.9
TOTAL	8,509	223,631	232,140	100.0	91	2,107	2,198	100.0	109	4,007	4,116	100.0	8,709	229,745	238,454	100.0

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

Subscriber Age (Years)	Paid	%	Qualified Nonpaid	%	Total	%
Under 35	28	0.3	3,903	2.3	3,931	2.2
35-44	111	1.3	11,287	6.6	11,398	6.4
45-54	500	6.0	26,731	15.6	27,231	15.2
55-64	2,087	25.2	56,535	33.1	58,622	32.7
Over 64	5,573	67.2	72,409	42.4	77,982	43.5
TOTAL	8,299	100.0	170,865	100.0	179,164	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>
20,515	64,226	52,530	48,192	30,744	216,207

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>
69,167	21,064	11,958	8,272	7,734	118,195

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>
30,364	58,075	49,828	40,955	22,875	202,097

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>
21,569	5,160	3,018	1,920	1,155	32,822

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>
59,325	18,636	8,647	7,299	8,033	101,940

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>
29,556	51,512	59,748	67,170	25,083	233,069

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>
47,990	15,752	10,734	2,777	1,002	78,255

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>
20,691	4,766	4,375	1,947	1,508	964	34,251

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>
21,527	6,583	4,894	1,656	1,131	35,791

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>
44,871	19,661	17,407	6,635	5,096	93,670

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>
2,690	1,095	1,048	1,503	2,640	4,567	13,543

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>
2,335	738	922	415	1,222	5,632

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>
6,191	3,743	2,889	2,450	1,562	16,835

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>
3,190	3,535	3,131	2,668	1,725	14,249

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	142,758	33,601	30,529	206,888	62.7
Written	56,605	9,737	14,534	80,876	24.5
Telecommunication	77,143	22,329	14,726	114,198	34.6
Internet and E-mail	9,010	1,535	1,269	11,814	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)	93,036	30,085		123,121	37.3
Total Qualified Nonpaid Circulation	235,794	63,686	30,529	330,009	100.0
Percent	71.4	19.3	9.3	100.0	
Paid Subscription Circulation				15,077	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				345,086	

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 AREA 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, headman)
 Voted ranch 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)

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Birth date: Month _____ Day _____ Year _____

Com seed & 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) _____	Harlemmer Hybrids (acres) _____
Latham (acres) _____	IG Brand (acres) _____
Myogen (acres) _____	Meritup King (acres) _____
Mulach Seed (acres) _____	Pioneer (acres) _____
Spectrum (acres) _____	Shine (acres) _____
Syngenta Seeds (acres) _____	Tamal Seeds (acres) _____
Thunder (acres) _____	Whybals (acres) _____
Other seed (acres) _____	

Please indicate brand _____

Production crop acres:

Soybeans _____	Wheat _____	Cotton _____
Sorghum _____	Alfalfa _____	Hay _____
Rice _____	Sugar Beets _____	Sunflowers _____
Peas/beans _____	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) _____

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Magazine of American dairy producers

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

HC-AWG-116

GEOGRAPHIC ANALYSIS

State	Paid	Qualified Nonpaid	Total Circulation
Alabama	81	2,365	2,446
Arizona	51	798	849
Arkansas	111	5,345	5,456
California	311	3,882	4,193
Colorado	257	4,730	4,987
Connecticut	49	205	254
Delaware	41	526	567
District of Columbia	6	11	17
Florida	106	1,265	1,371
Georgia	120	3,709	3,829
Idaho	159	2,797	2,956
Illinois	1,637	29,605	31,242
Indiana	1,209	16,133	17,342
Iowa	1,325	37,023	38,348
Kansas	585	17,941	18,526
Kentucky	183	6,055	6,238
Louisiana	69	2,590	2,659
Maine	30	281	311
Maryland	166	1,596	1,762
Massachusetts	38	164	202
Michigan	603	8,720	9,323
Minnesota	865	24,851	25,716
Mississippi	70	3,040	3,110
Missouri	559	16,106	16,665
Montana	161	5,004	5,165
Nebraska	615	23,453	24,068
Nevada	27	268	295
New Hampshire	18	99	117
New Jersey	92	443	535
New Mexico	39	997	1,036
New York	356	4,630	4,986
North Carolina	228	5,096	5,324
North Dakota	261	12,326	12,587
Ohio	1,200	14,210	15,410
Oklahoma	192	6,945	7,137
Oregon	158	1,722	1,880
Pennsylvania	737	5,191	5,928
Rhode Island	5	12	17
South Carolina	79	1,660	1,739
South Dakota	284	15,135	15,419
Tennessee	183	4,775	4,958
Texas	449	14,519	14,968
Utah	79	999	1,078
Vermont	22	635	657
Virginia	224	3,234	3,458
Washington	255	2,774	3,029
West Virginia	67	564	631
Wisconsin	633	14,242	14,875
Wyoming	68	1,288	1,356
TOTAL 48 CONTERMINOUS STATES	15,063	329,959	345,022
Alaska	10	26	36
Hawaii	4	24	28
TOTAL ALASKA & HAWAII	14	50	64
Single Copy Sales U.S. Unclassified			
TOTAL UNITED STATES	15,077	330,009	345,086
Poss. & Other Areas			
U.S. & POSS., etc.	15,077	330,009	345,086
Canada International Military or Civilian Personnel Overseas Other International			
TOTAL INTERNATIONAL			
E-Mail Address Only Other Unclassified			
GRAND TOTAL	15,077	330,009	345,086

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2016

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	
	Sales include Premium Values	
	Basic & higher than basic:	2,740
	75% - 99% of basic:	None
	50% - 74% of basic:	None
	25% - 49% of basic:	None
	Less than 25% of basic:	None
	Total	2,740

7	SALES CHANNELS	
	Ordered by mail and/or directly requested by subscriber	2,371
	Ordered through salespeople:	
	Catalog agencies and individual agents	369
	Publisher's own and other publishers' salespeople ..	None
	Independent agencies' salespeople	None
	Association memberships	None
	All other channels	None
	Total	2,740

6	TERM DATA	
	Three years or more	941
	Two years or more but less than three	426
	One year or more but less than two	1,368
	Less than one year	5
	Total	2,740

8	PREMIUM USAGE	
	Ordered without premium	2,740
	Ordered with reprinted material from this publication ..	None
	Ordered with other premiums	None
	Total	2,740

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 1,447 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) 1 yr. \$29.95.

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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DONNA HANSEN

VP, Audience Development

DOUG CATT

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