

FARM PUBLICATION

Publisher's Statement

6 months ended June 30, 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		345,055
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1A	AVERAGE QUALIFIED PAID CIRCULATION		
	Individual	17,689	
	Total Average Qualified Paid Circulation		17,689

1B	AVERAGE QUALIFIED NONPAID CIRCULATION		
	Individual	327,366	
	Total Average Qualified Nonpaid Circulation		327,366

1C	AVERAGE NONQUALIFIED CIRCULATION		
	Allocated For Shows & Conventions	17	
	Miscellaneous, Including Staff Copies, See Par. 11(a)	2,202	
	Total Average Nonqualified Circulation		2,219

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)	463	4,786	5,249
Northwest (6)	762	8,350	9,112
Colorado (6)	305	4,745	5,050
Montana-Wyoming (6)	275	6,517	6,792
Ohio (6)	1,391	13,902	15,293
Michigan (6)	692	8,579	9,271
Indiana (6)	1,389	15,787	17,176
Wisconsin (6)	727	13,882	14,609
Illinois (6)	1,896	29,510	31,406
Minnesota (6)	1,005	24,569	25,574
Iowa (6)	1,566	37,111	38,677
Missouri (6)	639	16,036	16,675
Dakotas (6)	670	27,218	27,888
Nebraska (6)	740	23,152	23,892
Kansas (6)	695	18,027	18,722
Southwest (6)	806	22,722	23,528
Delta (6)	314	10,867	11,181
Georgia-Florida (6)	265	4,932	5,197
Alabama (6)	104	2,340	2,444
Tennessee (6)	215	4,748	4,963
Carolinas (6)	432	6,609	7,041
Kentucky (6)	227	6,028	6,255
Virginia (6)	324	3,735	4,059
DE-MD-NJ-DC (6)	369	2,501	2,870
New York-New England (6)	584	5,652	6,236
Pennsylvania (6)	834	5,061	5,895
TOTAL			
REGIONAL EDITIONS:			
West (6)	1,805	24,398	26,203
Central (6)	11,410	227,773	239,183
South (6)	2,687	61,981	64,668
East (6)	1,787	13,214	15,001
TOTAL	17,689	327,366	345,055

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QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid
Jan	345,042	18,202	326,840
Feb	345,066	18,073	326,993
Mid-Feb	345,085	17,844	327,241
Mar	345,076	17,676	327,400
Early Spring	345,028	17,494	327,534
Late Spring	345,035	16,847	328,188

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

- QUALIFIED PAID CIRCULATION WAS 4.8% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 0.3% 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 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 Late Spring 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 345,035 subscribers who received the Late Spring 2016 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 2016 Issue - NATIONAL EDITION	16,847	328,188	345,035	100.0
Total number reviewed	16,847	328,188	345,035	100.0
Total number identified as to:				
Degree of Farm Interest	13,944	328,188	342,132	99.2
Demographic Data	13,944	328,188	342,132	99.2

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	13,571	316,121	329,692	96.4
Farm Managers, Technical or Supervisory Personnel	156	3,759	3,915	1.1
In a Business Directly Related to Farming or Ranching	217	8,308	8,525	2.5
TOTAL IDENTIFIED	13,944	328,188	342,132	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	4,377	232,396	236,773	71.8	59	2,144	2,203	56.3	123	5,227	5,350	62.8	4,559	239,767	244,326	71.4
13-24	2,217	68,072	70,289	21.3	17	1,146	1,163	29.7	32	2,397	2,429	28.5	2,266	71,615	73,881	21.6
25-36	1,979	15,653	17,632	5.4	37	469	506	12.9	19	684	703	8.2	2,035	16,806	18,841	5.5
37+	4,998		4,998	1.5	43		43	1.1	43		43	0.5	5,084		5,084	1.5
TOTAL	13,571	316,121	329,692	100.0	156	3,759	3,915	100.0	217	8,308	8,525	100.0	13,944	328,188	342,132	100.0

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

Subscriber Age (Years)	Paid	%	Qualified Nonpaid	%	Total	%
Under 35	51	0.4	5,426	2.2	5,477	2.1
35-44	226	1.7	15,380	6.3	15,606	6.1
45-54	861	6.5	37,530	15.3	38,391	14.8
55-64	3,177	23.8	77,624	31.6	80,801	31.2
Over 64	9,024	67.6	109,488	44.6	118,512	45.8
TOTAL	13,339	100.0	245,448	100.0	258,787	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>
30,759	76,350	68,160	54,921	39,299	269,489

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>
78,765	33,449	21,883	17,563	18,291	169,951

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>
36,923	65,420	60,511	43,835	31,103	237,792

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>
35,526	8,350	4,800	2,967	1,880	53,523

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>
85,155	28,293	13,073	10,396	9,647	146,564

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>
7,945	4,210	3,796	3,467	3,845	23,263

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>
52,325	70,533	82,014	86,373	37,812	329,057

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>
73,650	25,103	19,393	5,366	2,326	125,838

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>
29,103	6,142	5,544	2,450	1,906	1,250	46,395

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>
36,570	11,135	8,929	3,269	2,591	62,494

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>
67,234	30,490	28,304	11,568	8,850	146,446

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>
3,766	1,292	1,144	1,636	2,729	4,935	15,502

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>
3,124	821	1,022	498	1,121	6,586

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>
8,894	5,698	4,946	4,810	3,733	28,081

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>
4,860	5,441	5,196	4,824	4,142	24,463

DEMOGRAPHICS - CENTRAL EDITION

3A7. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified nonpaid circulation for the Late Spring 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 Late Spring 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 239,921 subscribers who received the Late Spring 2016 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 Issue - CENTRAL EDITION	10,899	229,022	239,921	100.0
Total number reviewed	10,899	229,022	239,921	100.0
Total number identified as to:				
Degree of Farm Interest	9,292	229,022	238,314	99.3
Demographic Data	9,292	229,022	238,314	99.3

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	9,073	222,450	231,523	97.2
Farm Managers, Technical or Supervisory Personnel	101	2,171	2,272	0.9
In a Business Directly Related to Farming or Ranching	118	4,401	4,519	1.9
TOTAL IDENTIFIED	9,292	229,022	238,314	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	3,550	184,414	187,964	81.2	47	1,699	1,746	76.9	71	3,641	3,712	82.1	3,668	189,754	193,422	81.2
13-24	1,899	32,941	34,840	15.0	16	327	343	15.1	17	603	620	13.7	1,932	33,871	35,803	15.0
25-36	1,306	5,095	6,401	2.8	17	145	162	7.1	14	157	171	3.8	1,337	5,397	6,734	2.8
37+	2,318		2,318	1.0	21		21	0.9	16		16	0.4	2,355		2,355	1.0
TOTAL	9,073	222,450	231,523	100.0	101	2,171	2,272	100.0	118	4,401	4,519	100.0	9,292	229,022	238,314	100.0

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

Subscriber Age (Years)	Paid	%	Qualified Nonpaid	%	Total	%
Under 35	31	0.3	4,019	2.3	4,050	2.2
35-44	144	1.6	11,562	6.6	11,706	6.4
45-54	621	6.9	28,422	16.3	29,043	15.9
55-64	2,303	25.8	57,598	33.1	59,901	32.7
Over 64	5,845	65.4	72,512	41.7	78,357	42.8
TOTAL	8,944	100.0	174,113	100.0	183,057	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>
17,874	62,009	56,025	46,458	32,167	214,533

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>
61,670	21,008	12,125	9,269	8,311	112,383

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>
28,966	57,089	51,762	37,845	23,847	199,509

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>
21,228	4,504	2,486	1,508	811	30,537

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>
63,943	18,224	7,651	5,856	4,604	100,278

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>
28,891	52,780	62,594	64,801	24,523	233,589

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>
48,742	15,720	10,562	2,543	1,002	78,569

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>
21,551	4,900	4,499	1,998	1,571	998	35,517

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>
23,282	7,261	5,317	1,804	1,226	38,890

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>
45,301	19,785	17,517	6,670	5,320	94,593

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>
2,687	1,121	1,065	1,533	2,550	4,437	13,393

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>
2,368	745	917	412	1,009	5,451

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>
6,232	3,605	2,750	2,383	1,356	16,326

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	3,687	3,245	2,733	1,734	14,747

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Total Direct request from recipient:	127,713	49,223	41,163	218,099	66.5
Written	46,744	19,008	15,899	81,651	24.9
Telecommunication	71,596	28,234	22,868	122,698	37.4
Internet and E-mail	9,373	1,981	2,396	13,750	4.2
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)	95,866	14,223		110,089	33.5
Total Qualified Nonpaid Circulation	223,579	63,446	41,163	328,188	100.0
Percent	68.1	19.3	12.6	100.0	
Paid Subscription Circulation				16,847	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				345,035	

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)

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

Com seed & practices: Total corn acres _____

AgGold (acres) _____	Beck'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) _____	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 _____	Gras _____
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 _____

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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-116

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GEOGRAPHIC ANALYSIS

State	Paid	Qualified Nonpaid	Total Circulation
Alabama	96	2,308	2,404
Arizona	57	762	819
Arkansas	137	5,423	5,560
California	344	3,600	3,944
Colorado	284	4,683	4,967
Connecticut	51	195	246
Delaware	47	515	562
District of Columbia	6	14	20
Florida	106	1,213	1,319
Georgia	142	3,689	3,831
Idaho	180	2,828	3,008
Illinois	1,818	29,753	31,571
Indiana	1,330	15,959	17,289
Iowa	1,487	37,321	38,808
Kansas	669	18,035	18,704
Kentucky	213	6,002	6,215
Louisiana	81	2,551	2,632
Maine	29	275	304
Maryland	190	1,573	1,763
Massachusetts	40	162	202
Michigan	663	8,670	9,333
Minnesota	965	24,777	25,742
Mississippi	82	3,052	3,134
Missouri	612	15,983	16,595
Montana	189	5,087	5,276
Nebraska	704	23,221	23,925
Nevada	31	267	298
New Hampshire	18	103	121
New Jersey	107	436	543
New Mexico	46	927	973
New York	382	4,408	4,790
North Carolina	315	5,049	5,364
North Dakota	312	12,399	12,711
Ohio	1,320	14,006	15,326
Oklahoma	221	6,966	7,187
Oregon	169	1,717	1,886
Pennsylvania	790	5,094	5,884
Rhode Island	8	13	21
South Carolina	89	1,623	1,712
South Dakota	323	14,833	15,156
Tennessee	208	4,755	4,963
Texas	494	14,511	15,005
Utah	87	929	1,016
Vermont	24	593	617
Virginia	240	3,167	3,407
Washington	287	2,846	3,133
West Virginia	71	559	630
Wisconsin	696	14,065	14,761
Wyoming	72	1,223	1,295
TOTAL 48 CONTERMINOUS STATES	16,832	328,140	344,972
Alaska	10	25	35
Hawaii	5	23	28
TOTAL ALASKA & HAWAII	15	48	63
Single Copy Sales U.S. Unclassified			
TOTAL UNITED STATES	16,847	328,188	345,035
Poss. & Other Areas			
U.S. & POSS., etc.	16,847	328,188	345,035
Canada International Military or Civilian Personnel Overseas Other International			
TOTAL INTERNATIONAL			
E-Mail Address Only Other Unclassified			
GRAND TOTAL	16,847	328,188	345,035

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 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:	1,815
	75% - 99% of basic:	None
	50% - 74% of basic:	None
	25% - 49% of basic:	None
	Less than 25% of basic:	None
	Total	1,815

7	SALES CHANNELS	
	Ordered by mail and/or directly requested by subscriber	1,605
	Ordered through salespeople:	
	Catalog agencies and individual agents	210
	Publisher's own and other publishers' salespeople . .	None
	Independent agencies' salespeople	None
	Association memberships	None
	All other channels	None
	Total	1,815

6	TERM DATA	
	Three years or more	677
	Two years or more but less than three	311
	One year or more but less than two	827
	Less than one year	None
	Total	1,815

8	PREMIUM USAGE	
	Ordered without premium	1,815
	Ordered with reprinted material from this publication	None
	Ordered with other premiums	None
	Total	1,815

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 1,531 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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VP, Audience Development

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