



# AGPRO

See Par. 11(a)

## FARM PUBLICATION Publisher's Statement

6 months ended December 31, 2016  
Subject to Audit

### Field Served:

AGPRO serves retailers/dealers and distributors of crop inputs; independent crop consultants; professional farm managers; fertilizer, pesticides, seed and equipment manufacturers; custom applicators; extension services; academic/research; and Certified Crop Advisers (CCAs).

This publication is the official journal of an association. See Pars. 11(d) & (e)

<b>TOTAL AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION</b>		<b>24,513</b>
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<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	None Claimed
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<b>1B</b>	<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
	Print Only, See Par. 11(b) . . . . .	17,718
	Digital Only, See Par. 11(c) . . . . .	3,421
	Total Individual . . . . .	21,139
	Association - Print Only, See Par. 11(d) . . . . .	2,509
	Association - Digital Only, See Par. 11(e) . . . . .	865
	Total Association . . . . .	3,374
	<b>Total Average Qualified Nonpaid Circulation . . . . .</b>	<b>24,513</b>

<b>1C</b>	<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
	Miscellaneous, Including Staff Copies - Print Only . . . . .	532
	Miscellaneous, Including Staff Copies - Digital Only . . . . .	121
	Total Miscellaneous, Including Staff Copies, See Par. 11(f) . . . . .	653
	<b>Total Average Nonqualified Circulation . . . . .</b>	<b>653</b>

<b>1D</b>	<b>AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	
	None	

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**QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul	23,624		20,199	3,425		23,624
Aug	24,302		20,441	3,861		24,302
Sep	24,355		20,463	3,892		24,355
Oct	24,677		20,372	4,305		24,677
Nov	25,002		19,593	5,409		25,002
Dec	25,120		20,291	4,829		25,120

**THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE DECEMBER 2016 ISSUE IN WHICH:  
 • QUALIFIED NONPAID CIRCULATION WAS 2.5% GREATER THAN THE PERIOD AVERAGE**

**3A**

**DEMOGRAPHICS**

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid Individual	Qualified Nonpaid Association Print Only	Qualified Nonpaid Association Digital Only	Qualified Nonpaid Association Print & Digital (Unduplicated)	Total Qualified Nonpaid Association
1. Retailers/Dealers and Distributors and Custom Applicators of Crop Inputs .....	20,238	80.6	13,218	2,430		15,648	3,378	1,212		4,590
2. Professional Farm Managers, Independent Crop Consultants .....	2,812	11.2	1,805	337		2,142	429	241		670
3. Manufacturers of Fertilizer, Pesticides, Seed and Equipment.....	1,241	4.9	900	341		1,241				
4. Extensions services, academic/research, certified crop advisors and other Allied to the Field .....	829	3.3	561	268		829				
<b>Total Qualified Circulation .....</b>	<b>25,120</b>	<b>100.0</b>	<b>16,484</b>	<b>3,376</b>		<b>19,860</b>	<b>3,807</b>	<b>1,453</b>		<b>5,260</b>

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				%
				1 Year	2 Years	3 Years	Total	
Qualified Nonpaid Circulation:								
Total Direct request from recipient:	<b>12,828</b>	<b>2,991</b>		<b>9,638</b>	<b>5,081</b>	<b>1,100</b>	<b>15,819</b>	<b>63.0</b>
Written .....	12				12		12	0.1
Telecommunication .....	11,819	1,967		9,414	3,438	934	13,786	54.9
Internet and E-mail .....	997	1,024		224	1,631	166	2,021	8.0
Total Direct request from recipient's company:	<b>2,054</b>	<b>104</b>		<b>2,036</b>	<b>61</b>	<b>61</b>	<b>2,158</b>	<b>8.6</b>
Written .....								
Telecommunication .....	2,054	104		2,036	61	61	2,158	8.6
Internet and E-mail .....								
Total Communication other than request:								
Written .....								
Telecommunication .....								
Internet and E-mail .....								
Association, See Pars. 11(d) & (e) .....	3,807	1,453		5,260			5,260	20.9
Business Directories.....								
Lists .....								
Acquired Circulation .....								
Other Sources, See Par. 11(g) .....	1,602	281		1,883			1,883	7.5
<b>Total Qualified Nonpaid Circulation .....</b>	<b>20,291</b>	<b>4,829</b>		<b>18,817</b>	<b>5,142</b>	<b>1,161</b>	<b>25,120</b>	<b>100.0</b>
<b>Percent .....</b>	<b>80.8</b>	<b>19.2</b>		<b>74.9</b>	<b>20.5</b>	<b>4.6</b>	<b>100.0</b>	
Paid Subscription Circulation.....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>25,120</b>	

## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	317	64		381
Arizona	131	32		163
Arkansas	383	56		439
California	901	252		1,153
Colorado	311	73		384
Connecticut	42	9		51
Delaware	69	16		85
District of Columbia	85	28		113
Florida	409	96		505
Georgia	404	77		481
Idaho	243	99		342
Illinois	1,805	440		2,245
Indiana	890	268		1,158
Iowa	1,449	400		1,849
Kansas	808	207		1,015
Kentucky	424	75		499
Louisiana	235	36		271
Maine	42	4		46
Maryland	143	27		170
Massachusetts	35	12		47
Michigan	521	112		633
Minnesota	1,263	278		1,541
Mississippi	327	57		384
Missouri	930	199		1,129
Montana	142	20		162
Nebraska	846	180		1,026
Nevada	28	3		31
New Hampshire	19	3		22
New Jersey	79	18		97
New Mexico	64	10		74
New York	287	66		353
North Carolina	558	153		711
North Dakota	495	109		604
Ohio	908	184		1,092
Oklahoma	266	54		320

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Oregon	241	76		317
Pennsylvania	367	96		463
Rhode Island	4	3		7
South Carolina	173	29		202
South Dakota	420	105		525
Tennessee	652	107		759
Texas	892	169		1,061
Utah	78	13		91
Vermont	34	7		41
Virginia	272	65		337
Washington	377	98		475
West Virginia	38	3		41
Wisconsin	691	178		869
Wyoming	59	13		72
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>20,157</b>	<b>4,679</b>		<b>24,836</b>
Alaska		1		1
Hawaii	6	3		9
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>6</b>	<b>4</b>		<b>10</b>
Single Copy Sales				
U.S. Unclassified				
<b>TOTAL UNITED STATES</b>	<b>20,163</b>	<b>4,683</b>		<b>24,846</b>
Poss. & Other Areas	4	6		10
<b>U.S. &amp; POSS., etc.</b>	<b>20,167</b>	<b>4,689</b>		<b>24,856</b>
Canada	120	116		236
International	4	24		28
Military or Civilian Personnel Overseas				
Other International				
<b>TOTAL INTERNATIONAL</b>	<b>124</b>	<b>140</b>		<b>264</b>
E-Mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>20,291</b>	<b>4,829</b>		<b>25,120</b>

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

**5** **PRICE DATA** Reporting not required

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

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

**8** **PREMIUM USAGE** 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) Effective with the July 2016 issue, the title of this publication changed from AG Professional to AGPRO.

(b) Print Only individual subscriptions, averaging 17,718 copies per issue, represent copies served to individuals receiving the print version only of AGPRO.

(c) Digital Only individual subscriptions, averaging 3,421 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of AGPRO is made available to subscribers through a wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(d) Association - Print Only subscriptions, averaging 2,509 copies per issue, represents copies served to members of the Agricultural Retailers Association; National Alliance of Independent Crop Consultants and the American Society of Farm Managers and Rural Appraisers receiving the print version only of AGPRO. AGPRO is the official publication.

(e) Association - Digital Only subscriptions, averaging 865 copies per issue, represents copies served to members of the Agricultural Retailers Association; National Alliance of Independent Crop Consultants and the American Society of Farm Managers and Rural Appraisers receiving the digital version only of AGPRO. AGPRO is the official publication. The digital version of AGPRO is made available to subscribers through a wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(f) Miscellaneous includes checking and promotion copies, averaging 532 print copies per issue and 121 Digital copies per issue, served to advertisers and agencies.

(g) Other Sources represent copies served to subscribers obtained from InfoUSA LISTS.

**Definition of Recipient Qualification:**

Qualified recipients are: All titled and nontitled personnel and company addressed copies in the Field Served.

**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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