



FARM PUBLICATION
Publisher's Statement
 6 months ended June 30, 2017
 Subject to Audit

AGPRO

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(c) & (d)

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION	25,042
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1A	AVERAGE QUALIFIED PAID CIRCULATION	None Claimed
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1B	AVERAGE QUALIFIED NONPAID CIRCULATION	
	Print Only, See Par. 11(a)	17,028
	Digital Only, See Par. 11(b)	2,971
	Total Individual	19,999
	Association - Print Only, See Par. 11(c)	3,887
	Association - Digital Only, See Par. 11(d)	1,156
	Total Association	5,043
	Total Average Qualified Nonpaid Circulation	25,042

1C	AVERAGE NONQUALIFIED CIRCULATION	
	Miscellaneous, Including Staff Copies - Print Only	661
	Miscellaneous, Including Staff Copies - Digital Only	121
	Total Miscellaneous, Including Staff Copies, See Par. 11(e)	782
	Total Average Nonqualified Circulation	782

1D	AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS	
	None	

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QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan	25,033		20,594	4,439		25,033
Feb	25,023		20,722	4,301		25,023
Mar	25,010		20,879	4,131		25,010
Apr	25,047		21,024	4,023		25,047
May	25,032		21,064	3,968		25,032
Jun	25,108		21,206	3,902		25,108

**THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE JUNE 2017 ISSUE IN WHICH:
 • QUALIFIED NONPAID CIRCULATION WAS 0.3% 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	20,212	80.5	13,955	2,001		15,956	3,369	887		4,256
2. Professional Farm Managers, Independent Crop Consultants	2,752	11.0	1,840	298		2,138	437	177		614
3. Manufacturers of Fertilizer, Pesticides, Seed and Equipment.....	1,311	5.2	1,007	304		1,311				
4. Extensions services, academic/research, certified crop advisors and other Allied to the Field	833	3.3	598	235		833				
Total Qualified Circulation	25,108	100.0	17,400	2,838		20,238	3,806	1,064		4,870

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				Total	%
				1 Year	2 Years	3 Years			
Qualified Nonpaid Circulation:									
Total Direct request from recipient:	13,406	2,417		9,633	5,079	1,099	15,811	63.0	
Written	12				12		12		
Telecommunication	12,352	1,589		9,409	3,437	933	13,779	54.9	
Internet and E-mail	1,042	828		224	1,630	166	2,020	8.0	
Total Direct request from recipient's company:	2,147	84		2,035	61	61	2,157	8.6	
Written									
Telecommunication	2,147	84		2,035	61	61	2,157	8.6	
Internet and E-mail									
Total Communication other than request:									
Written									
Telecommunication									
Internet and E-mail									
Association, See Pars. 11(c) & (d).....	3,979	1,174		5,258			5,258	20.9	
Business Directories.....									
Lists									
Acquired Circulation									
Other Sources, See Par. 11(f)	1,674	227		1,882			1,882	7.5	
Total Qualified Nonpaid Circulation	21,206	3,902		18,808	5,140	1,160	25,108	100.0	
Percent	84.5	15.5		74.9	20.5	4.6	100.0		
Paid Subscription Circulation.....									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							25,108		

The figures qualified within 1 year, 2 years and 3 years are based on percentages established for the December 2016 issue and projected against the totals for the June 2017 issue.

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GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	327	46		373
Arizona	151	25		176
Arkansas	406	44		450
California	908	211		1,119
Colorado	332	65		397
Connecticut	44	8		52
Delaware	42	11		53
District of Columbia	85	25		110
Florida	419	70		489
Georgia	437	61		498
Idaho	281	88		369
Illinois	1,863	353		2,216
Indiana	945	228		1,173
Iowa	1,613	316		1,929
Kansas	849	165		1,014
Kentucky	423	64		487
Louisiana	242	28		270
Maine	44	3		47
Maryland	148	22		170
Massachusetts	36	10		46
Michigan	543	93		636
Minnesota	1,323	220		1,543
Mississippi	328	42		370
Missouri	952	177		1,129
Montana	143	18		161
Nebraska	888	152		1,040
Nevada	27	3		30
New Hampshire	20	2		22
New Jersey	78	18		96
New Mexico	67	6		73
New York	298	55		353
North Carolina	574	123		697
North Dakota	523	98		621
Ohio	945	153		1,098
Oklahoma	282	45		327

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Oregon	258	64		322
Pennsylvania	385	77		462
Rhode Island	6	2		8
South Carolina	178	24		202
South Dakota	442	90		532
Tennessee	607	86		693
Texas	906	152		1,058
Utah	77	11		88
Vermont	34	6		40
Virginia	285	54		339
Washington	391	85		476
West Virginia	38	3		41
Wisconsin	721	141		862
Wyoming	60	12		72
TOTAL 48 CONTER-MINOUS STATES	20,974	3,855		24,829
Alaska	2	1		3
Hawaii	9	2		11
TOTAL ALASKA & HAWAII	11	3		14
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	20,985	3,858		24,843
Poss. & Other Areas	7	3		10
U.S. & POSS., etc.	20,992	3,861		24,853
Canada	208	20		228
International	6	21		27
Military or Civilian Personnel Overseas				
Other International				
TOTAL INTERNATIONAL	214	41		255
E-Mail Address Only				
Other Unclassified				
GRAND TOTAL	21,206	3,902		25,108

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

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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) Print Only individual subscriptions, averaging 17,028 copies per issue, represent copies served to individuals receiving the print version only of AGPRO.
- (b) Digital Only individual subscriptions, averaging 2,971 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.
- (c) Association - Print Only subscriptions, averaging 3,887 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.
- (d) Association - Digital Only subscriptions, averaging 1,156 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.
- (e) Miscellaneous includes checking and promotion copies, averaging 661 print copies per issue and 121 Digital copies per issue, served to advertisers and agencies.
- (f) 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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