

AG PROFESSIONAL

**FARM PUBLICATION
Publisher's Statement**

6 months ended June 30, 2016
Subject to Audit

Field Served:

AG PROFESSIONAL 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		23,005
---	--	---------------

1A	AVERAGE QUALIFIED PAID CIRCULATION	None Claimed
-----------	---	--------------

1B	AVERAGE QUALIFIED NONPAID CIRCULATION	
	Print Only, See Par. 11(a)	17,285
	Digital Only, See Par. 11(b)	4,522
	Total Individual	21,807
	Association - Print Only, See Par. 11(c)	770
	Association - Digital Only, See Par. 11(d)	428
	Total Association	1,198
	Total Average Qualified Nonpaid Circulation	23,005

1C	AVERAGE NONQUALIFIED CIRCULATION	
	Miscellaneous, Including Staff Copies - Print Only	561
	Miscellaneous, Including Staff Copies - Digital Only	105
	Total Miscellaneous, Including Staff Copies, See Par. 11(e)	666
	Total Average Nonqualified Circulation	666

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

2

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
Jan	23,020		18,118	4,902		23,020
Feb	22,998		17,998	5,000		22,998
Mar	22,998		18,052	4,946		22,998
Apr	23,000		18,040	4,960		23,000
May	23,000		18,042	4,958		23,000
Jun	23,012		18,076	4,936		23,012

**THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE JUNE 2016 ISSUE IN WHICH:
 • QUALIFIED NONPAID CIRCULATION WAS 0.0% 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	18,568	80.7	14,667	3,254		17,921	490	157		647
2. Professional Farm Managers, Independent Crop Consultants	1,866	8.1	1,203	383		1,586	70	210		280
3. Manufacturers of Fertilizer, Pesticides, Seed and Equipment.....	1,517	6.6	855	448		1,303	187	27		214
4. Extensions services, academic/research, certified crop advisors and other Allied to the Field	1,061	4.6	576	429		1,005	28	28		56
Total Qualified Circulation	23,012	100.0	17,301	4,514		21,815	775	422		1,197

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:	10,213	4,453		11,692	2,638	336	14,666	63.8
Written	13			13			13	0.1
Telecommunication	9,131	2,923		9,839	2,215		12,054	52.4
Internet and E-mail	1,069	1,530		1,840	423	336	2,599	11.3
Total Direct request from recipient's company:	239	47		142	144		286	1.2
Written								
Telecommunication	239	47		142	144		286	1.2
Internet and E-mail								
Total Communication other than request:								
Written								
Telecommunication								
Internet and E-mail								
Association, See Par. 11(c) & (d).....	775	422		1,197			1,197	5.2
Business Directories.....								
Lists								
Acquired Circulation								
Other Sources, See Par 11(f)	6,849	14		6,863			6,863	29.8
Total Qualified Nonpaid Circulation	18,076	4,936		19,894	2,782	336	23,012	100.0
Percent	78.6	21.4		86.4	12.1	1.5	100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							23,012	

The figures qualified within 1 year, 2 years and 3 years are based on percentages established for the November 2015 issue and projected against the totals for the June 2016 issue.

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	313	60		373
Arizona	148	38		186
Arkansas	429	81		510
California	981	226		1,207
Colorado	288	62		350
Connecticut	56	11		67
Delaware	41	10		51
District of Columbia	12	10		22
Florida	492	90		582
Georgia	400	72		472
Idaho	259	97		356
Illinois	1,366	404		1,770
Indiana	718	267		985
Iowa	1,107	385		1,492
Kansas	648	216		864
Kentucky	371	81		452
Louisiana	251	52		303
Maine	60	7		67
Maryland	130	27		157
Massachusetts	70	13		83
Michigan	468	95		563
Minnesota	859	253		1,112
Mississippi	293	76		369
Missouri	749	216		965
Montana	158	35		193
Nebraska	679	245		924
Nevada	39	5		44
New Hampshire	22	2		24
New Jersey	116	17		133
New Mexico	93	17		110
New York	314	73		387
North Carolina	453	150		603
North Dakota	407	132		539
Ohio	760	190		950
Oklahoma	292	57		349

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Oregon	287	78		365
Pennsylvania	397	91		488
Rhode Island	5	2		7
South Carolina	195	35		230
South Dakota	309	103		412
Tennessee	420	91		511
Texas	1,069	224		1,293
Utah	98	19		117
Vermont	43	5		48
Virginia	297	71		368
Washington	356	107		463
West Virginia	56	3		59
Wisconsin	595	159		754
Wyoming	70	14		84
TOTAL 48 CONTER-MINOUS STATES	18,039	4,774		22,813
Alaska	11	1		12
Hawaii	21	2		23
TOTAL ALASKA & HAWAII	32	3		35
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	18,071	4,777		22,848
Poss. & Other Areas	4	2		6
U.S. & POSS., etc.	18,075	4,779		22,854
Canada	1	151		152
International				
Military or Civilian				
Personnel Overseas				
Other International		6		6
TOTAL INTERNATIONAL	1	157		158
E-Mail Address Only				
Other Unclassified				
GRAND TOTAL	18,076	4,936		23,012

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 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) Print Only individual subscriptions, averaging 17,285 copies per issue, represent copies served to individuals receiving the print version only of AG PROFESSIONAL.

(b) Digital Only individual subscriptions, averaging 4,522 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of AG PROFESSIONAL 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 770 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 AG PROFESSIONAL. AG PROFESSIONAL is the official publication.

(d) Association - Digital Only subscriptions, averaging 428 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 AG PROFESSIONAL. AG PROFESSIONAL is the official publication. The digital version of AG PROFESSIONAL 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 561 print copies per issue and 105 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.

Parent Company: Farm Journal Media

DONNA HANSEN

V.P. Audience Development

MATT MORGAN

Publisher

Frequency: 12 issues per year

Format: Tabloid

Established: 1959

AAM Member Since: 2016

Member No. 05-0010-1

Published by:

Farm Journal Media

10901 W. 84th Terrace

Lenexa, KS 66214

T: (913) 438-8700 F: 913-438-0695

www.agprofessional.com

Publisher: Matt Morgan

Editor: Richard Keller

05-0010-1

Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

06/01/16