

# AG PROFESSIONAL

## FARM PUBLICATION

### Audit Report

6 months ended December 31, 2015

### 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(d) & (e)

## TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION

**23,010**

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

**1B** AVERAGE QUALIFIED NONPAID CIRCULATION

|   |        |               |
|---|--------|---------------|
| Print Only, See Par. 11(b) . . . . .                          | 16,950 |               |
| Digital Only, See Par. 11(c) . . . . .                        | 4,836  |               |
| Total Individual . . . . .                                    | 21,786 |               |
| Association - Print Only, See Par. 11(d) . . . . .            | 1,066  |               |
| Association - Digital Only, See Par. 11(e) . . . . .          | 158    |               |
| Total Association . . . . .                                   | 1,224  |               |
| <b>Total Average Qualified Non-Paid Circulation . . . . .</b> |        | <b>23,010</b> |

**1C** AVERAGE NONQUALIFIED CIRCULATION

|   |            |  |
|---|------------|--|
| Allocated For Shows & Conventions, See Par. 11(f) . . . . .           | 62         |  |
| Miscellaneous, Including Staff Copies - Print Only . . . . .          | 594        |  |
| Miscellaneous, Including Staff Copies - Digital Only . . . . .        | 112        |  |
| Total Miscellaneous, Including Staff Copies, See Par. 11(g) . . . . . | 706        |  |
| <b>Total Average Nonqualified Circulation . . . . .</b>               | <b>768</b> |  |

**1D** AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None of record

### AUDIT STATEMENT

This is an initial audit covering the 6 month period ended December 31, 2015 and release of this report constitutes qualification and acceptance of membership.

### AVERAGE QUALIFIED PAID & NONPAID CIRCULATION BY QUARTERS for the period covered by this report

| Calendar Quarter Ended | Total  | Paid | Qualified<br>Nonpaid<br>Print<br>Only | Qualified<br>Nonpaid<br>Digital<br>Only | Qualified<br>Nonpaid<br>Print<br>& Digital<br>(Unduplicat-<br>ed) | Total<br>Qualified<br>Nonpaid |
|------------------------|--------|------|---------------------------------------|---|---|-------------------------------|
| September 30, 2015     | 23,001 |      | 18,036                                | 4,965                                   |   | 23,001                        |
| December 31, 2015      | 23,018 |      | 17,995                                | 5,023                                   |   | 23,018                        |

**2**

**QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

| 2015 Issue | Total  | Paid | Qualified Nonpaid Print Only | Qualified Nonpaid Digital Only | Qualified Nonpaid Print & Digital (Unduplicated) | Total Qualified Nonpaid |
|------------|--------|------|------------------------------|--------------------------------|--|-------------------------|
| Jul        | 23,038 |      | 18,150                       | 4,888                          |  | 23,038                  |
| Aug        | 23,039 |      | 18,033                       | 5,006                          |  | 23,039                  |
| Sep        | 22,924 |      | 17,924                       | 5,000                          |  | 22,924                  |
| Oct        | 23,049 |      | 18,047                       | 5,002                          |  | 23,049                  |
| Nov        | 23,004 |      | 17,951                       | 5,053                          |  | 23,004                  |
| Dec        | 23,004 |      | 17,989                       | 5,015                          |  | 23,004                  |

**THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2015 ISSUE IN WHICH:  
 • QUALIFIED NONPAID CIRCULATION WAS 0.0% LESS 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 .....                      | 18,744            | 81.5         | 14,751                       | 3,470                          |  | 18,221                             | 435                                      | 88   |  | 523                                 |
| 2. Professional Farm Managers, Independent Crop Consultants .....                                      | 1,954             | 8.5          | 1,159                        | 401                            |  | 1,560                              | 75                                       | 319  |  | 394                                 |
| 3. Manufacturers of Fertilizer, Pesticides, Seed and Equipment.....                                    | 1,447             | 6.3          | 822                          | 362                            |  | 1,184                              | 208                                      | 55   |  | 263                                 |
| 4. Extensions services, academic/research, certified crop advisors and other Allied to the Field ..... | 859               | 3.7          | 484                          | 335                            |  | 819                                | 17                                       | 23   |  | 40                                  |
| <b>Total Qualified Circulation .....</b>   | <b>23,004</b>     | <b>100.0</b> | <b>17,216</b>                | <b>4,568</b>                   |  | <b>21,784</b>                      | <b>735</b>                               | <b>485</b>                                 |  | <b>1,220</b>                        |

| 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:             | <b>10,068</b> | <b>4,495</b> |                                | <b>11,665</b>    | <b>2,632</b> | <b>266</b> | <b>14,563</b> | <b>63.3</b>  |
| Written .....                                    | 1             |              |                                | 1                |              |            | 1             | 0.0          |
| Telecommunication .....                          | 9,255         | 3,252        |                                | 10,209           | 2,298        |            | 12,507        | 54.4         |
| Internet and E-mail .....                        | 812           | 1,243        |                                | 1,455            | 334          | 266        | 2,055         | 8.9          |
| Total Direct request from recipient's company:   | <b>237</b>    | <b>59</b>    |                                | <b>147</b>       | <b>149</b>   |            | <b>296</b>    | <b>1.3</b>   |
| Written .....                                    |               |              |                                |                  |              |            |               |              |
| Telecommunication .....                          | 237           | 59           |                                | 147              | 149          |            | 296           | 1.3          |
| Internet and E-mail .....                        |               |              |                                |                  |              |            |               |              |
| Total Communication other than request:          |               |              |                                |                  |              |            |               |              |
| Written .....                                    |               |              |                                |                  |              |            |               |              |
| Telecommunication .....                          |               |              |                                |                  |              |            |               |              |
| Internet and E-mail .....                        |               |              |                                |                  |              |            |               |              |
| Association, See Par. 11(d) & (e) .....          | 735           | 485          |                                | 1,220            |              |            | 1,220         | 5.3          |
| Business Directories .....                       |               |              |                                |                  |              |            |               |              |
| Lists .....                                      |               |              |                                |                  |              |            |               |              |
| Acquired Circulation .....                       |               |              |                                |                  |              |            |               |              |
| Other Sources, See Par 11(h) .....               | 6,911         | 14           |                                | 6,925            |              |            | 6,925         | 30.1         |
| <b>Total Qualified Nonpaid Circulation .....</b> | <b>17,951</b> | <b>5,053</b> |                                | <b>19,957</b>    | <b>2,781</b> | <b>266</b> | <b>23,004</b> | <b>100.0</b> |
| <b>Percent .....</b>                             | <b>78.0</b>   | <b>22.0</b>  |                                | <b>86.7</b>      | <b>12.1</b>  | <b>1.2</b> | <b>100.0</b>  |              |
| Paid Subscription Circulation .....              |               |              |                                |                  |              |            |               |              |
| Paid Acquired Circulation .....                  |               |              |                                |                  |              |            |               |              |
| Single Copy Sales .....                          |               |              |                                |                  |              |            |               |              |
| <b>Total Qualified Circulation .....</b>         |               |              |                                |                  |              |            | <b>23,004</b> |              |

## GEOGRAPHIC ANALYSIS

| State                | Qualified Nonpaid Print Only | Qualified Nonpaid Digital Only | Qualified Nonpaid Print & Digital (Unduplicated) | Total Circulation |
|----------------------|------------------------------|--------------------------------|--|-------------------|
| Alabama              | 319                          | 58                             |  | 377               |
| Arizona              | 152                          | 35                             |  | 187               |
| Arkansas             | 425                          | 85                             |  | 510               |
| California           | 977                          | 219                            |  | 1,196             |
| Colorado             | 284                          | 63                             |  | 347               |
| Connecticut          | 56                           | 10                             |  | 66                |
| Delaware             | 45                           | 10                             |  | 55                |
| District of Columbia | 10                           | 10                             |  | 20                |
| Florida              | 516                          | 93                             |  | 609               |
| Georgia              | 397                          | 74                             |  | 471               |
| Idaho                | 252                          | 102                            |  | 354               |
| Illinois             | 1,332                        | 424                            |  | 1,756             |
| Indiana              | 678                          | 280                            |  | 958               |
| Iowa                 | 1,098                        | 388                            |  | 1,486             |
| Kansas               | 642                          | 223                            |  | 865               |
| Kentucky             | 369                          | 82                             |  | 451               |
| Louisiana            | 249                          | 53                             |  | 302               |
| Maine                | 59                           | 7                              |  | 66                |
| Maryland             | 133                          | 24                             |  | 157               |
| Massachusetts        | 70                           | 13                             |  | 83                |
| Michigan             | 459                          | 97                             |  | 556               |
| Minnesota            | 845                          | 263                            |  | 1,108             |
| Mississippi          | 279                          | 88                             |  | 367               |
| Missouri             | 741                          | 217                            |  | 958               |
| Montana              | 156                          | 37                             |  | 193               |
| Nebraska             | 658                          | 257                            |  | 915               |
| Nevada               | 40                           | 3                              |  | 43                |
| New Hampshire        | 21                           | 3                              |  | 24                |
| New Jersey           | 118                          | 16                             |  | 134               |
| New Mexico           | 94                           | 17                             |  | 111               |
| New York             | 312                          | 75                             |  | 387               |
| North Carolina       | 454                          | 142                            |  | 596               |
| North Dakota         | 406                          | 139                            |  | 545               |
| Ohio                 | 743                          | 200                            |  | 943               |
| Oklahoma             | 288                          | 63                             |  | 351               |

| State                                   | Qualified Nonpaid Print Only | Qualified Nonpaid Digital Only | Qualified Nonpaid Print & Digital (Unduplicated) | Total Circulation |
|---|------------------------------|--------------------------------|--|-------------------|
| Oregon                                  | 287                          | 78                             |  | 365               |
| Pennsylvania                            | 393                          | 89                             |  | 482               |
| Rhode Island                            | 5                            | 2                              |  | 7                 |
| South Carolina                          | 198                          | 32                             |  | 230               |
| South Dakota                            | 300                          | 111                            |  | 411               |
| Tennessee                               | 414                          | 94                             |  | 508               |
| Texas                                   | 1,064                        | 229                            |  | 1,293             |
| Utah                                    | 97                           | 21                             |  | 118               |
| Vermont                                 | 44                           | 4                              |  | 48                |
| Virginia                                | 296                          | 73                             |  | 369               |
| Washington                              | 359                          | 108                            |  | 467               |
| West Virginia                           | 56                           | 3                              |  | 59                |
| Wisconsin                               | 589                          | 163                            |  | 752               |
| Wyoming                                 | 71                           | 14                             |  | 85                |
| <b>TOTAL 48 CONTERMINOUS STATES</b>     | <b>17,850</b>                | <b>4,891</b>                   |  | <b>22,741</b>     |
| Alaska                                  | 11                           | 1                              |  | 12                |
| Hawaii                                  | 22                           | 1                              |  | 23                |
| <b>TOTAL ALASKA &amp; HAWAII</b>        | <b>33</b>                    | <b>2</b>                       |  | <b>35</b>         |
| Single Copy Sales                       |                              |                                |  |                   |
| U.S. Unclassified                       |                              |                                |  |                   |
| <b>TOTAL UNITED STATES</b>              | <b>17,883</b>                | <b>4,893</b>                   |  | <b>22,776</b>     |
| Poss. & Other Areas                     | 4                            | 2                              |  | 6                 |
| <b>U.S. &amp; POSS., etc.</b>           | <b>17,887</b>                | <b>4,895</b>                   |  | <b>22,782</b>     |
| Canada                                  | 54                           | 148                            |  | 202               |
| International                           | 10                           | 10                             |  | 20                |
| Military or Civilian Personnel Overseas |                              |                                |  |                   |
| Other International                     |                              |                                |  |                   |
| <b>TOTAL INTERNATIONAL</b>              | <b>64</b>                    | <b>158</b>                     |  | <b>222</b>        |
| E-Mail Address Only                     |                              |                                |  |                   |
| Other Unclassified                      |                              |                                |  |                   |
| <b>GRAND TOTAL</b>                      | <b>17,951</b>                | <b>5,053</b>                   |  | <b>23,004</b>     |

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended December 31, 2015**

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**

(a) This is an initial audit covering the 6 month period ended December 31, 2015 and release of this report constitutes qualification and acceptance of membership.

(b) Print Only individual subscriptions, averaging 16,950 copies per issue, represent copies served to individuals receiving the print version only of AG PROFESSIONAL.

(c) Digital Only individual subscriptions, averaging 4,836 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.

(d) Association - Print Only subscriptions, averaging 1,066 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.

(e) Association - Digital Only subscriptions, averaging 158 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.

(f) Allocated For Shows and Conventions, averaging 62 copies per issue, represents copies delivered to the following Trade Shows:

| Trade Show  | Location        | Show Dates        | Issue | Copies Delivered |
|---|-----------------|-------------------|-------|------------------|
| Info Ag Show  | St. Louis, MO   | 07/28/15-07/30/15 | Jul   | 100              |
| Magie Show  | Lenexa, KS      | 08/26/15-08/27/15 | Aug   | 100              |
| American Society of Farm Manager & Rural Appraisers | San Antonio, TX | 10/26/15-10/31/15 | Oct   | 70               |
| Agricultural Retailers Association                  | Palm Desert, CA | 12/01/15-12/03/15 | Nov   | 100              |

(g) Miscellaneous includes checking and promotion copies, averaging 562 print copies per issue and 112 digital copies per issue, served to advertisers and agencies.

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

**Definition of Recipient Qualification:**

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

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

**Alliance for Audited Media**

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