



Audit Bureau
of Circulations
48 W. Seegers Road
Arlington Heights, IL 60005-3913
(224) 366-6939
FAX: (224) 366-6949
www.accessabc.com

**FARM PUBLICATION
PUBLISHER'S STATEMENT**

For the 6 month period ending June 30, 2011
Subject to Audit

Paid & Qualified Non-Paid Circulation Form

DAIRY TODAY

Field Served: Owners, managers and other personnel of commercial dairy operations with 200 or more milk cows or 200 or more heifers. Veterinarians, Nutritionists and Technical Service Field Representatives.

One Penn Sq., W., 30 S. 15th St., Ste. 900, Philadelphia, PA 19102-3654

Established: 1985
ABC Member since: 2008
Farm Journal Media
Phone: 215-557-8996
Fax: 215-568-4221
www.agweb.com
BILL NEWHAM
Publisher
JIM DICKRELL
Editor

Frequency: 11 times per year

Format: Standard.

	Averages for Period	% of Total
1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION	20,017	100.0
AVERAGE PAID CIRCULATION		
Total Average Paid Circulation		
AVERAGE QUALIFIED NON-PAID CIRCULATION		
Direct request from recipient	8,398	42.0
Telecommunications	6,951	34.7
Other Sources, See Par. 11(a)	4,668	23.3
Total Average Qualified Non-Paid Circulation	20,017	
Total Average Paid & Qualified Non-Paid Circulation	20,017	100.0
Advertising Rate Base/Circulation Guarantee	None Claimed	
AVERAGE NON-QUALIFIED CIRCULATION		
Allocated for shows and conventions	352	
Checking and Promotion copies to advertisers and agencies	448	
Miscellaneous, Including Staff Copies	443	
Total Average Non-Qualified Circulation	1,243	

1A - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION OF REGIONAL, METRO AND DEMOGRAPHIC EDITIONS

Edition	Number of issues	Paid Circulation	Qualified Non-Paid			Total Qualified Non-Paid Circulation	Total
			Direct Request from Recipient	Telecommunications	Other Sources		
SECTIONAL EDITIONS:							
Pacific	6		709	565	615	1,889	1,889
Northwest	6		544	448	268	1,260	1,260
Colorado	6		105	80	118	303	303
Montana-Wyoming	6		62	65	94	221	221
Ohio	6		389	246	134	769	769
Michigan	6		481	369	166	1,016	1,016
Indiana	6		204	152	127	483	483
Wisconsin	6		1,337	1,138	249	2,724	2,724
Illinois	6		198	164	101	463	463
Minnesota	6		588	442	191	1,221	1,221
Iowa	6		318	266	170	754	754
Missouri	6		142	169	143	454	454
Dakotas	6		166	161	138	465	465
Nebraska	6		98	112	131	341	341
Kansas	6		117	129	132	378	378
Southwest	6		361	416	438	1,215	1,215
Delta	6		72	118	123	313	313
Georgia-Florida	6		202	162	175	539	539
Alabama	6		26	38	49	113	113
Tennessee	6		109	102	68	279	279
Carolinas	6		135	112	104	351	351
Kentucky	6		90	124	90	304	304
Virginia	6		183	148	95	426	426
Delaware-Maryland-New Jersey	6		91	66	56	213	213
New York-New England	6		1,119	801	389	2,309	2,309
Pennsylvania	6		552	358	304	1,214	1,214
TOTAL			8,398	6,951	4,668	20,017	20,017
REGIONAL EDITIONS:							
West	6		1,422	1,157	1,094	3,673	3,673
Central	6		4,039	3,348	1,680	9,067	9,067
South	6		1,176	1,221	1,143	3,540	3,540
East	6		1,761	1,225	751	3,737	3,737
TOTAL			8,398	6,951	4,668	20,017	20,017

2 - PAID, QUALIFIED NON-PAID AND NON-QUALIFIED CIRCULATION BY ISSUES

Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Jan.		19,430	19,430	1,309
Feb.		19,172	19,172	1,205
Mar.		19,897	19,897	1,055
Apr.		20,653	20,653	974
May		20,434	20,434	945
June/July		20,513	20,513	1,970
Total Average		20,017	20,017	1,243

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE JUNE/JULY 2011 ISSUE IN WHICH:
 • QUALIFIED NON-PAID CIRCULATION WAS 2.4% GREATER THAN THE PERIOD AVERAGE

3A - DEMOGRAPHICS

3A1. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified non-paid circulation for the June/July 2011 issue.

1. Number

The information is based on an analysis of the subscriber records. It is not based on a projection of a sample. Producers receiving the magazine with less than qualifying herd sizes are qualified in a different field-served category.

The total number of names reviewed in this paragraph represents 100.0% of the total circulation of the June/July 2011 issue.

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 20,513 subscribers who received the June/July 2011 issue.

3A2. TOTAL NUMBER OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:

	Paid	Qualified Non-Paid	Total	% of Total Reviewed
Total subscriptions as of June/July 2011 issue.....		20,513	20,513	100.0
Total number reviewed.....		20,513	20,513	100.0
Total number identified as to:				
Degree of Farm Interest.....		20,513	20,513	100.0
Demographic Data.....		20,513	20,513	100.0

3A3. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST:

	Paid	Qualified Non-Paid	Total	% of Total Reviewed
Own or Operate a Farm or Ranch.....		12,931	12,931	63.0
Farm Managers, Technical or Supervisory Personnel.....		783	783	3.8
In a Business Directly Related to Farming or Ranching.....		6,799	6,799	33.2
TOTAL IDENTIFIED.....		20,513	20,513	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 Non-Paid	Total	%	Paid	Qualified Non-Paid	Total	%	Paid	Qualified Non-Paid	Total	%	Paid	Qualified Non-Paid	Total	%
1-12		10,308	10,308	79.7		517	517	66.0		5,075	5,075	74.7		15,900	15,900	77.5
13-24		1,840	1,840	14.2		179	179	22.9		1,382	1,382	20.3		3,401	3,401	16.6
25-36		783	783	6.1		87	87	11.1		342	342	5.0		1,212	1,212	5.9
TOTAL		12,931	12,931	100.0		783	783	100.0		6,799	6,799	100.0		20,513	20,513	100.0



3A4. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE:

Subscriber Age (Years)	Qualified Non-Paid	%
Under 35	817	5.6
35-44	1,775	12.1
45-54	4,012	27.3
55-64	4,235	28.7
Over 64	3,869	26.3
TOTAL	14,708	100.0

3A5. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS: LIVESTOCK

DAIRY CATTLE DEMOGRAPHIC DATA

	Total Qualified	% of Total	Owner, Co-Owner, Co-Officer	Manager, Foreman, Supervisor, Herdsman	Veterinarian	Nutritionist-Consultant
Total Dairy Cattle Range	4,914	24.0	4,324	375	171	44
1000 or more Dairy Cattle	4,495	21.9	4,107	220	149	19
500-999 Dairy Cattle	5,031	24.5	4,500	188	294	49
200-499 Dairy Cattle	263	1.3			231	32
100-199 Dairy Cattle	178	0.9			143	35
50-99 Dairy Cattle	5,632	27.4			4,024	1,608
Other than Above						
Total Qualified Circulation	20,513	100.0	12,931	783	5,012	1,787
Percent			63.0	3.8	24.5	8.7

MILK COW DEMOGRAPHIC DATA

	Total Qualified	% of Total	Owner, Co-Owner, Co-Officer	Manager, Foreman, Supervisor, Herdsman	Veterinarian	Nutritionist-Consultant
Total Milk Cow Range	2,824	13.8	2,464	228	103	29
1000 or more Milk Cows	3,084	15.0	2,800	189	84	11
500-999 Milk Cows	6,442	31.4	5,869	310	226	37
200-499 Milk Cows	673	3.3	391	19	231	32
100-199 Milk Cows	314	1.5	67	1	219	27
50-99 Milk Cows	7,176	35.0	1,340	36	4,149	1,651
Other than Above						
Total Qualified Circulation	20,513	100.0	12,931	783	5,012	1,787
Percent			63.0	3.8	24.5	8.7

HEIFERS DEMOGRAPHIC DATA

	Total Qualified	% of Total	Owner, Co-Owner, Co-Officer	Manager, Foreman, Supervisor, Herdsman	Veterinarian	Nutritionist- Consultant
Total Heifer Range						
1000 or more Heifers	2,082	10.1	1,792	179	85	26
500-999 Heifers	2,298	11.2	2,059	158	72	9
200-499 Heifers	5,517	26.9	4,993	280	210	34
100-199 Heifers	1,760	8.6	1,446	90	192	32
50-99 Heifers	578	2.8	324	18	202	34
Other than Above	8,278	40.4	2,317	58	4,251	1,652
Total Qualified Circulation	20,513	100.0	12,931	783	5,012	1,787
Percent			63.0	3.8	24.5	8.7

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient	7,550	1,250	312	9,112	44.5
Telecommunications	3,717	2,039	407	6,163	30.0
Other Sources	3,552	1,010	676	5,238	25.5
Total Qualified Non-Paid Circulation	14,819	4,299	1,395	20,513	100.0
Percent	72.2	21.0	6.8		
Paid Subscription Circulation.....					
Single Copy Sales					
Total Paid & Qualified Non-Paid Circulation				20,513	



4 - GEOGRAPHIC ANALYSIS OF PAID & QUALIFIED NON-PAID CIRCULATION

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Maine				131	131	
New Hampshire				64	64	
Vermont				351	351	
Massachusetts.....				68	68	
Rhode Island				5	5	
Connecticut.....				106	106	
NEW ENGLAND				725	725	3.5
New York				1,665	1,665	
New Jersey				39	39	
Pennsylvania				1,255	1,255	
MIDDLE ATLANTIC				2,959	2,959	14.4
Ohio				776	776	
Indiana				501	501	
Illinois.....				464	464	
Michigan				1,026	1,026	
Wisconsin				2,684	2,684	
EAST N. CENTRAL				5,451	5,451	26.6
Minnesota				1,216	1,216	
Iowa				755	755	
Missouri				471	471	
North Dakota				130	130	
South Dakota.....				336	336	
Nebraska				350	350	
Kansas.....				387	387	
WEST N. CENTRAL				3,645	3,645	17.8
Delaware				25	25	
Maryland.....				157	157	
District of Columbia				2	2	
Virginia.....				371	371	
West Virginia.....				56	56	
North Carolina				253	253	
South Carolina.....				114	114	
Georgia.....				292	292	
Florida.....				254	254	
SOUTH ATLANTIC				1,524	1,524	7.4

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky.....				306	306	
Tennessee				282	282	
Alabama				118	118	
Mississippi.....				107	107	
EAST S. CENTRAL				813	813	4.0
Arkansas				106	106	
Louisiana				101	101	
Oklahoma.....				231	231	
Texas				811	811	
WEST S. CENTRAL				1,249	1,249	6.1
Montana				160	160	
Idaho				424	424	
Wyoming				54	54	
Colorado.....				320	320	
New Mexico.....				202	202	
Arizona				143	143	
Utah				268	268	
Nevada				45	45	
MOUNTAIN				1,616	1,616	7.9
Alaska.....				3	3	
Washington.....				413	413	
Oregon				209	209	
California				1,904	1,904	
Hawaii.....				2	2	
PACIFIC				2,531	2,531	12.3
Miscellaneous.....						
U.S. Unclassified.....						
UNITED STATES				20,513	20,513	100.0
U.S. Circ. Percent of Grand Total.....						100.0
Poss. & Other Areas...						
U.S. & POSS., etc.				20,513	20,513	100.0
Canada.....						
International.....						
Other Unclassified.....						
Military or Civilian Personnel Overseas..						
GRAND TOTAL				20,513	20,513	100.0

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2011

5 - AUTHORIZED PRICES

Sales Are Net Of Premium Values
 Basic Prices: Subscriptions:
 Single Copy: None
 Basic & higher than basic:
 75% - 99% of basic:
 50% - 74% of basic:
 25% - 49% of basic:
 Less than 25% of basic: Not applicable
Total Subscriptions Sold in Period applicable

6 - DURATION OF SUBSCRIPTIONS SOLD

1 to 12 months
 13 to 24 months
 25 to 36 months
 37 to 60 months
 More than 60 months Not applicable
Total Subscriptions Sold in Period applicable

7 - CHANNELS OF SUBSCRIPTION SALES

Ordered by mail and/or directly requested by subscriber.
 Ordered through salespeople:
 Catalog agencies and individual agents
 Publisher's own and other publishers' salespeople.
 Independent agencies' salespeople
 Newspaper agencies
 Members of schools, churches, fraternal and similar organizations
 Association memberships
 All other channels Not applicable
Total Subscriptions Sold in Period applicable

8 - USE OF PREMIUMS

Ordered without premium
 Ordered with material reprinted from this publication
 Ordered with other premiums Not applicable
Total Subscriptions Sold in Period applicable

ADDITIONAL CIRCULATION INFORMATION

9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Average number of copies served on subscriptions not more than three months after expiration None

10 - FIVE YEAR ANNUAL TRENDS: Total average paid & qualified non-paid circulation as reported in June and December Publisher's Statements

	2008	2009	2010
% Post Exp. Copies:			
% Individual:			
% Gift:			
% Association:			
% Mail Subscriptions Special:			
% School:			
% Multi-Copy Individually Addressed:			
% Multi-Copy Same Addressee:			
% Single Copy Sales:			
% Direct Request:	35.9	34.7	36.9
% Telecommunications:	31.7	36.3	31.1
% Other Sources:	32.4	28.9	27.0

11 - EXPLANATORY

Latest Released Audit Report Issued for 12 months ended December 31, 2009

Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)	Audit Report (Qualified Non-Paid)	Publisher's Statements (Qualified Non-Paid)	Difference (Qualified Non-Paid)	Percentage of Difference (Qualified Non-Paid)
12-31-09	None Claimed					20,493	20,493		
12-31-08	None Claimed					21,928	21,928		
12-31-07	None Claimed					42,957	*		

*Initial Audit for 6 months ended December 31, 2007 - Publisher's Statement not required for this period.

(a) Other Sources, averaging 4,668 copies per issue, represent copies served to farmers, farm managers/consultants and others directly related to farming or ranching as identified from the corporate data base of Farm Journal Media and other recognized lists.

(b) Advertising appears nationally in any one or combinations of the Sectional and Regional Editions.

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Farm Journal Media

Signed: July 27, 2011

CARL MENTZ

VP - Circulation

BILL NEWHAM

Publisher

Member Number

05-0040-0

Copyright © 2011 Audit Bureau of Circulations. All rights reserved.

05-0040-0	Analyzed Issue Date	06-07/01/11
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	
	Association Subscription Price	
	U.S. Subscription Price	
	Canadian Subscription Price	
	International Subscription Price	