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**FARM PUBLICATION
PUBLISHER'S STATEMENT**

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

Paid & Qualified Non-Paid Circulation Form

FarmJournal

Established: 1877
ABC Member since: 1914
Farm Journal, Inc.
One Penn Sq., W., 30 S. 15th St., Suite 900, Philadelphia, PA 19102
Phone: 215-557-8900
Fax: 215-568-4221
www.farmjournal.com
STEVE CUSTER
Publisher
CARL MENTZ
Circ. Vice President

Field Served: Owners and operators of commercial farms and ranches, farm managers, consultants, those who work or live on a farm or ranch, those in a business or profession directly related to farming and ranching.

Frequency: 12 times/year

Format: Standard

	Averages for Period	% of Total
1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION	370,599	100.0
AVERAGE PAID CIRCULATION		
Subscriptions:		
Individual	26,648	7.2
Total Subscriptions	<u>26,648</u>	
Single Copy Sales:		
Total Single Copy Sales		
Total Average Paid Circulation	<u>26,648</u>	
AVERAGE QUALIFIED NON-PAID CIRCULATION		
Direct request from recipient	117,255	31.6
Telecommunications	141,644	38.3
Other Sources, See Par. 11(a)	<u>85,052</u>	22.9
Total Average Qualified Non-Paid Circulation	<u>343,951</u>	
Total Average Paid & Qualified Non-Paid Circulation	<u>370,599</u>	100.0
Advertising Rate Base/Circulation Guarantee	None Claimed	
AVERAGE NON-QUALIFIED CIRCULATION		
Rotated or occasional:		
Allocated for shows and conventions	204	
Checking and Promotion copies to advertisers and agencies	1,165	
Miscellaneous, Including Staff Copies	<u>2,511</u>	
Total Average Non-Qualified Circulation	3,880	



1A - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION OF REGIONAL, METRO AND DEMOGRAPHIC EDITIONS, See Par. 11(b)

Edition & number of issues	Paid Circulation	Qualified Non-Paid			Total Qualified Non-Paid	Total
		Direct Request from Recipient	Telecom-munications	Other Sources		
SECTIONAL EDITIONS:						
Pacific (6)	637	1,988	2,558	1,953	6,499	7,136
Northwest (6)	1,150	3,534	4,375	2,272	10,181	11,331
Colorado (6)	471	1,615	2,048	1,373	5,036	5,507
Montana-Wyoming (6)	415	2,493	3,296	1,729	7,518	7,933
Ohio (6)	2,006	4,983	5,052	3,144	13,179	15,185
Michigan (6)	1,016	3,105	3,582	2,161	8,848	9,864
Indiana (6)	2,045	5,185	5,837	3,767	14,789	16,834
Wisconsin (6)	1,023	5,016	8,422	3,427	16,865	17,888
Illinois (6)	2,808	10,297	10,480	8,354	29,131	31,939
Minnesota (6)	1,531	8,554	10,815	5,773	25,142	26,673
Iowa (6)	2,343	13,000	15,464	9,256	37,720	40,063
Missouri (6)	1,019	6,216	7,408	3,282	16,906	17,925
Dakotas (6)	934	7,752	10,926	6,834	25,512	26,446
Nebraska (6)	1,308	6,856	8,907	6,186	21,949	23,257
Kansas (6)	1,261	5,845	7,124	4,105	17,074	18,335
Southwest (6)	1,191	8,700	9,853	7,437	25,990	27,181
Delta (6)	446	3,940	4,219	3,945	12,104	12,550
Georgia-Florida (6)	452	1,922	2,177	1,269	5,368	5,820
Alabama (6)	173	995	1,126	517	2,638	2,811
Tennessee (6)	327	2,042	2,400	1,092	5,534	5,861
Carolinas (6)	603	2,614	2,636	1,780	7,030	7,633
Kentucky (6)	316	2,432	3,350	1,257	7,039	7,355
Virginia-West Virginia (6)	482	1,894	2,060	736	4,690	5,172
Delaware-Maryland-New Jersey (6)	538	983	847	684	2,514	3,052
New York-New England (6)	901	2,779	3,710	1,571	8,060	8,961
Pennsylvania (6)	1,252	2,515	2,972	1,148	6,635	7,887
TOTAL	26,648	117,255	141,644	85,052	343,951	370,599
REGIONAL EDITIONS:						
West (6)	2,674	9,630	12,276	7,327	29,233	31,907
Central (6)	17,295	76,810	94,017	56,289	227,116	244,411
South (6)	3,988	24,539	27,822	18,033	70,394	74,382
East (6)	2,691	6,276	7,529	3,403	17,208	19,899
TOTAL	26,648	117,255	141,644	85,052	343,951	370,599

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

Issues	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
January	27,453	343,158	370,611	2,744
February	27,247	343,731	370,978	5,951
Mid-February	26,742	343,522	370,264	4,027
March	26,571	344,008	370,579	5,957
Early Spring	26,401	343,913	370,314	2,241
Late Spring	25,471	345,375	370,846	2,357
Total Average	26,648	343,951	370,599	3,880

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE LATE SPRING ISSUE IN WHICH:

- PAID CIRCULATION WAS 4.4% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.4% GREATER THAN THE PERIOD AVERAGE

3A - DEMOGRAPHICS - NATIONAL EDITION

3A1. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified non-paid circulation for the Late Spring issue.

1. Number

The information is based on an analysis of the subscriber list and on data from subscriber records. It is not based on a projection of a sample.

The total number of names reviewed in this paragraph represents 100.0% of the total circulation of the Late Spring issue - NATIONAL EDITION. Eliminated from the analysis are those subscribers who have indicated they no longer have an active farm interest.

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 370,846 subscribers who received the Late Spring issue - NATIONAL EDITION.

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

	Paid	Qualified Non-Paid	Total	% of Total Reviewed
Total subscriptions as of Late Spring Issue - NATIONAL EDITION ..	25,471	345,375	370,846	
Total number reviewed	25,471	345,375	370,846	100.0
Total number identified as to:				
Degree of Farm Interest	22,559	345,375	367,934	99.2
Demographic Data.....	22,559	345,375	367,934	99.2

3A3. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST (NATIONAL EDITION):

	Paid	Qualified Non-Paid	Total	% of Total Identified
Own or Operate a Farm or Ranch	22,091	331,931	354,022	96.2
Farm Managers, Technical or Supervisory Personnel.....	181	4,405	4,586	1.3
In a Business Directly Related to Farming or Ranching	287	9,039	9,326	2.5
TOTAL IDENTIFIED.....	22,559	345,375	367,934	99.9

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	13,339	242,392	255,731	72.2	118	2,617	2,735	59.6	236	6,400	6,636	71.2	13,693	251,409	265,102	72.1
13-24	1,173	49,133	50,306	14.2	14	1,118	1,132	24.7	16	2,000	2,016	21.6	1,203	52,251	53,454	14.5
25-36	1,857	40,406	42,263	12.0	15	670	685	14.9	18	639	657	7.0	1,890	41,715	43,605	11.8
37+	5,722		5,722	1.6	34		34	0.8	17		17	0.2	5,773		5,773	1.6
TOTAL	22,091	331,931	354,022	100.0	181	4,405	4,586	100.0	287	9,039	9,326	100.0	22,559	345,375	367,934	100.0

3A4. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE (NATIONAL EDITION):

Subscriber Age (Years)	Paid	%	Qualified Non-Paid	%	Total	%
Under 35	131	0.6	7,557	2.7	7,688	2.6
35-44	447	2.1	20,771	7.5	21,218	7.1
45-54	2,559	11.8	61,572	22.3	64,131	21.6
55-64	5,645	26.0	79,222	28.8	84,867	28.5
Over 64	12,924	59.5	106,518	38.7	119,442	40.2
TOTAL	21,706	100.0	275,640	100.0	297,346	100.0

3A5. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (NATIONAL EDITION): CROPS

CORN DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
40,947	81,633	67,194	47,705	32,296	269,775

WHEAT DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
68,091	34,298	19,320	15,874	19,772	157,355

SOYBEAN DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
42,528	65,090	56,125	40,490	25,284	229,517

SORGHUM DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
24,329	7,886	4,163	2,382	1,333	40,093

HAY/ALFALFA DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-299</u>	<u>300-499</u>	<u>500+</u>	<u>Total</u>
90,206	38,339	17,490	13,978	13,198	173,211

COTTON DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
6,721	4,146	3,693	3,403	3,964	21,927

CROPLAND ACRES DEMOGRAPHIC DATA

<u>1-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000-2,499</u>	<u>2,500+</u>	<u>Total</u>
77,583	73,085	82,401	83,739	32,384	349,192

3A6. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (NATIONAL EDITION): LIVESTOCK

BEEF COW DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
79,765	29,805	17,552	3,816	1,540	132,478

FED BEEF DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000-2,499</u>	<u>2,500+</u>	<u>Total</u>
38,731	8,228	7,239	2,980	2,224	1,359	60,761

CALVES BACKGROUNDED DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
48,669	12,563	10,097	3,397	2,663	77,389

ALL BEEF UNDUPLICATED DEMOGRAPHIC DATA - RECEIVING BEEF TODAY

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
71,828	35,946	28,816	10,987	8,774	156,351

HOG DEMOGRAPHIC DATA

<u>1-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000-1,999</u>	<u>2,000-4,999</u>	<u>5,000+</u>	<u>Total</u>
4,402	1,693	1,596	2,354	3,354	5,302	18,701

SOW DEMOGRAPHIC DATA

<u>1-49</u>	<u>50-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500+</u>	<u>Total</u>
3,895	1,185	1,417	681	1,372	8,550

DAIRY COW DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
16,164	8,900	6,205	2,746	2,574	36,589

HEIFER DEMOGRAPHIC DATA

<u>1-49</u>	<u>50-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500+</u>	<u>Total</u>
9,549	10,103	7,531	5,467	4,298	36,948

DEMOGRAPHICS - CENTRAL EDITION

3A7. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified non-paid circulation for the Late Spring issue.

1. Number

The information is based on an analysis of the subscriber list and on data from subscriber records. It is not based on a projection of a sample.

The total number of names reviewed in this paragraph represents 100.0% of the total circulation of the Late Spring issue - CENTRAL EDITION. Eliminated from the analysis are those subscribers who have indicated they no longer have an active farm interest.

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 246,569 subscribers who received the Late Spring issue - CENTRAL EDITION.

3A8. TOTAL NUMBER OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:

	Paid	Qualified Non-Paid	Total	% of Total Reviewed
Total subscriptions as of Late Spring Issue - CENTRAL EDITION...	16,535	230,034	246,569	
Total number reviewed	16,535	230,034	246,569	100.0
Total number identified as to:				
Degree of Farm Interest	14,858	230,034	244,892	99.3
Demographic Data.....	14,858	230,034	244,892	99.3

3A9. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST (CENTRAL EDITION):

	Paid	Qualified Non-Paid	Total	% of Total Identified
Own or Operate a Farm or Ranch	14,612	223,186	237,798	97.1
Farm Managers, Technical or Supervisory Personnel.....	113	2,518	2,631	1.1
In a Business Directly Related to Farming or Ranching	133	4,330	4,463	1.8
TOTAL IDENTIFIED.....	14,858	230,034	244,892	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	9,271	173,854	183,125	77.0	77	1,630	1,707	64.9	113	3,207	3,320	74.4	9,461	178,691	188,152	76.8
13-24	813	28,574	29,387	12.4	6	566	572	21.7	6	847	853	19.1	825	29,987	30,812	12.6
25-36	1,140	20,758	21,898	9.2	9	322	331	12.6	7	276	283	6.3	1,156	21,356	22,512	9.2
37+	3,388		3,388	1.4	21		21	0.8	7		7	0.2	3,416		3,416	1.4
TOTAL	14,612	223,186	237,798	100.0	113	2,518	2,631	100.0	133	4,330	4,463	100.0	14,858	230,034	244,892	100.0

3A10. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE (CENTRAL EDITION):

Subscriber Age (Years)	Paid	%	Qualified Non-Paid	%	Total	%
Under 35	77	0.5	5,315	2.9	5,392	2.7
35-44	275	1.9	14,862	8.0	15,137	7.6
45-54	1,833	12.8	45,116	24.3	46,949	23.5
55-64	3,896	27.2	54,437	29.3	58,333	29.1
Over 64	8,258	57.6	65,979	35.5	74,237	37.1
TOTAL	14,339	100.0	185,709	100.0	200,048	100.0

3A11. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (CENTRAL EDITION): CROPS

CORN DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
24,493	65,320	56,537	40,617	26,754	213,721

WHEAT DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
50,144	21,944	11,253	8,974	9,457	101,772

SOYBEAN DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
33,665	57,296	49,678	34,662	19,069	194,370

SORGHUM DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
13,687	4,871	2,433	1,289	520	22,800

HAY/ALFALFA DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-299</u>	<u>300-499</u>	<u>500+</u>	<u>Total</u>
64,990	24,078	9,923	7,639	6,313	112,943

CROPLAND ACRES DEMOGRAPHIC DATA

<u>1-249</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000-2,499</u>	<u>2,500+</u>	<u>Total</u>
39,586	54,412	63,281	60,767	20,340	238,386

3A12. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS (CENTRAL EDITION): LIVESTOCK

BEEF COW DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
49,174	16,187	9,024	1,725	678	76,788

FED BEEF DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000-2,499</u>	<u>2,500+</u>	<u>Total</u>
28,139	6,367	5,673	2,358	1,750	1,011	45,298

CALVES BACKGROUNDED DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
29,797	8,096	5,929	1,906	1,278	47,006

ALL BEEF UNDUPLICATED DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
44,915	20,945	17,660	6,610	5,390	95,520

HOG DEMOGRAPHIC DATA

<u>1-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000-1,999</u>	<u>2,000-4,999</u>	<u>5,000+</u>	<u>Total</u>
3,015	1,461	1,476	2,206	3,104	4,672	15,934

SOW DEMOGRAPHIC DATA

<u>1-49</u>	<u>50-99</u>	<u>100-249</u>	<u>250-499</u>	<u>500+</u>	<u>Total</u>
2,906	1,089	1,269	579	1,205	7,048

DAIRY COW DEMOGRAPHIC DATA

<u>1-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
10,737	5,178	3,108	1,071	797	20,891

HEIFER DEMOGRAPHIC DATA

<u>1-49</u>	<u>50-99</u>	<u>100-199</u>	<u>200-499</u>	<u>500+</u>	<u>Total</u>
6,103	6,348	4,391	2,809	1,616	21,267

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient.....	85,568	27,140	14,897	127,605	36.9
Telecommunications	69,863	34,401	26,572	130,836	37.9
Other Sources.....	67,459	3,582	15,893	86,934	25.2
Total Qualified Non-Paid Circulation	222,890	65,123	57,362	345,375	100.0
Percent.....	64.5	18.9	16.6	100.0	
Paid Subscription Circulation				25,471	
Single Copy Sales.....					
Total Paid & Qualified Non-Paid Circulation				370,846	

FARM JOURNAL

IMPORTANT PAGES MAY BE MISSING FROM THIS ISSUE.

Please see inside back cover for further details.....

Please check the box that best describes your agricultural involvement:

- Operate a farm/ranch
- Own a farm/ranch but rent it out (absentee owner)
- Farm manager
- Employed on a farm or ranch (supervisor, foreman, herdsman)
- Veterinarian Dairy Beef Other
- Nutritionist
- Consultant Crop Livestock

Total farm/ranch acres _____ No crop acres
 Total corn acres _____

Corn seed & practices:

- DeKalb (acres) _____ Genet (acres) _____
- Golden Harvest (acres) _____ Mycogen (acres) _____
- Northrup King (acres) _____ Pioneer (acres) _____
- Other (acres) _____
- Use custom seed treatment(s) Use fungicides

Production crop acres:

- Soybeans _____ Wheat _____ Cotton _____
- Sorghum _____ Alfalfa _____ Hay _____
- Rice _____ Sugar beets _____ Sunflowers _____
- Potatoes _____ Fruit & nuts _____ Vegetables _____
- Peanuts _____ Tobacco _____ Oats _____
- Barley _____ Other _____

Who is your primary retailer for ag chemicals?

Name _____
 City _____ State _____

Number of Horses (owned) _____

Livestock:

- Hogs & pigs (sold annually) _____ Sows (owned) _____
- Dairy heifers (owned) _____ Dairy heifers (grown for others) _____
- Milk cows (owned) _____ Beef cows (owned) _____
- Calves backgrounded (sold annually) _____
- Fed cattle (sold annually) _____

Tractor brand (select primary)

- AGCO Case IH Challenger John Deere
- Massey Ferguson New Holland Other _____

Do you (check all that apply)?

- Sell Seed Irrigate
- Practice minimum or no-till Subscribe to DTN
- Typically try new technologies early Have a succession plan
- Subscribe to a market newsletter/advisory service

Weed Control:

- 1) Do you believe that hard-to-control weeds that need significantly more than the recommended amount of glyphosate to control them are an issue?
 Yes No
- 2) Will increases in hard-to-control weeds require you to change current farming practices? Yes No

Weekly internet & e-mail usage:

- Heavy (10+ hours per week)
- Medium (5-10 hours per week)
- Light (less than 5 hours per week)

Birth date: Month _____ Day _____ Year _____

Current e-mail address: _____

Your subscription entitles you to receive the *Today on AgWeb* newsletter and other benefits.

- No, I do not want to receive *Today on AgWeb*, which offers daily news, weather and market information from an agricultural perspective.
- No, I do not want to receive carefully screened information from valued Farm Journal Media partners.

If I qualify, I would like to receive/continue to receive the following FREE of charge:

FARM JOURNAL Production • Policy • Technology

 [Signature—you must sign here to receive FARM JOURNAL] Date _____

TopProducer The Business of Production Agriculture

 [Signature—you must sign here to receive TOP PRODUCER] Date _____

Dairy Magazine of American dairy producers

 [Signature—you must sign here to receive DAIRY TODAY] Date _____

Save Time! Renew online at www.farmjournal.com/renew

ADDRESS CORRECTION:

Please make any change in name, title or address here.

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	52		52	518	570	
New Hampshire	26		26	158	184	
Vermont	51		51	865	916	
Massachusetts	66		66	256	322	
Rhode Island	10		10	24	34	
Connecticut	78		78	267	345	
NEW ENGLAND	283		283	2,088	2,371	0.7
New York	575		575	5,678	6,253	
New Jersey	161		161	458	619	
Pennsylvania	1,203		1,203	6,496	7,699	
MIDDLE ATLANTIC	1,939		1,939	12,632	14,571	3.9
Ohio	1,927		1,927	13,447	15,374	
Indiana	1,967		1,967	15,188	17,155	
Illinois	2,683		2,683	29,859	32,542	
Michigan	976		976	9,041	10,017	
Wisconsin	983		983	16,871	17,854	
EAST N. CENTRAL	8,536		8,536	84,406	92,942	25.1
Minnesota	1,462		1,462	25,435	26,897	
Iowa	2,240		2,240	38,468	40,708	
Missouri	967		967	16,839	17,806	
North Dakota	395		395	11,764	12,159	
South Dakota	493		493	14,046	14,539	
Nebraska	1,252		1,252	21,998	23,250	
Kansas	1,190		1,190	17,078	18,268	
WEST N. CENTRAL	7,999		7,999	145,628	153,627	41.4
Delaware	69		69	450	519	
Maryland	279		279	1,647	1,926	
District of Columbia	8		8	12	20	
Virginia	355		355	3,805	4,160	
West Virginia	111		111	773	884	
North Carolina	423		423	5,338	5,761	
South Carolina	151		151	1,828	1,979	
Georgia	267		267	3,739	4,006	
Florida	154		154	1,480	1,634	
SOUTH ATLANTIC	1,817		1,817	19,072	20,889	5.6

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky	303		303	6,844	7,147	
Tennessee	315		315	5,428	5,743	
Alabama	163		163	2,605	2,768	
Mississippi	122		122	3,325	3,447	
EAST S. CENTRAL	903		903	18,202	19,105	5.2
Arkansas	203		203	6,087	6,290	
Louisiana	98		98	2,721	2,819	
Oklahoma	317		317	7,844	8,161	
Texas	744		744	16,528	17,272	
WEST S. CENTRAL	1,362		1,362	33,180	34,542	9.3
Montana	290		290	5,958	6,248	
Idaho	277		277	3,352	3,629	
Wyoming	105		105	1,565	1,670	
Colorado	456		456	4,986	5,442	
New Mexico	64		64	1,153	1,217	
Arizona	79		79	797	876	
Utah	117		117	1,286	1,403	
Nevada	52		52	362	414	
MOUNTAIN	1,440		1,440	19,459	20,899	5.6
Alaska	8		8	43	51	
Washington	425		425	3,216	3,641	
Oregon	279		279	2,129	2,408	
California	475		475	5,298	5,773	
Hawaii	5		5	22	27	
PACIFIC	1,192		1,192	10,708	11,900	3.2
Miscellaneous						
U.S. Unclassified						
UNITED STATES	25,471		25,471	345,375	370,846	100.0
U.S. Circ. Percent of Grand Total						100.0
Poss. & Other Areas						
U.S. & POSS., etc.	25,471		25,471	345,375	370,846	100.0
Canada						
International						
Other Unclassified						
Military or Civilian Personnel Overseas						
GRAND TOTAL	25,471		25,471	345,375	370,846	100.0

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

5 - AUTHORIZED PRICES See Par. 11(c)

Sales Are Net Of Premium Values
 Basic Prices: Subscriptions: 1 yr. \$25.95; 2 yrs. \$38.95; 3 yrs. \$51.95. Canada and International, 1 yr. \$55.00
 Single Copy: \$4.95
 Basic & higher than basic: 2,595
 75% - 99% of basic: None
 50% - 74% of basic: None
 25% - 49% of basic: None
 Less than 25% of basic: None
Total Subscriptions Sold in Period 2,595

6 - DURATION OF SUBSCRIPTIONS SOLD

1 to 12 months: 1,098
 13 to 24 months: 344
 25 to 36 months: 1,153
 37 to 60 months: None
 More than 60 months: None
Total Subscriptions Sold in Period 2,595

7 - CHANNELS OF SUBSCRIPTION SALES

Ordered by mail and/or directly requested by subscriber: 2,322
 Ordered through salespeople:
 Catalog agencies and individual agents: 273
 Publisher's own and other publishers' salespeople: None
 Independent agencies' salespeople: None
 Newspaper agencies: None
 Members of schools, churches, fraternal and similar organizations: None
 Association memberships: None
 All other channels: None
Total Subscriptions Sold in Period 2,595

8 - USE OF PREMIUMS

Ordered without premium: 2,595
 Ordered with material reprinted from this publication: None
 Ordered with other premiums: None
Total Subscriptions Sold in Period 2,595

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

	2006	2007	2008	2009	2010
% Post Exp. Copies:	2.5	None	None	None	None
% Individual:	13.7	11.7	10.8	9.6	8.3
% Gift:					
% Association:					
% Mail Subscriptions Special:					
% School:					
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:					
% Direct Request:	28.6	34.9	41.6	33.6	31.8
% Telecommunications:	45.0	39.8	30.0	34.8	36.0
% Other Sources:	12.7	13.6	17.6	22.0	23.9

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 & Qualified Non-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	37,040	37,040			347,874	347,874		
12-31-08	None Claimed	42,773	42,773			352,991	352,991		
12-31-07	None Claimed	49,557	49,557			374,082	374,082		
12-31-06	None Claimed	60,089	60,089			375,848	375,848		
12-31-05	None Claimed	68,458	68,548			370,527	370,527		

(a) Other Sources, averaging 85,052 copies per issue, represent copies served to farmers, Farm Managers/consultants and others directly related to farming or ranching as identified from the corporate database of Farm Journal Media, USDA Farm Service Agency and other recognized lists.

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

(c) Authorized prices with 5% or more of total subscription sales:

1 yr.	\$25.95	2 yrs.	\$38.95	3 yrs.	\$51.95
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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: August 1, 2011

CARL MENTZ
Circulation Vice President

STEVE CUSTER
Executive Vice President and Publisher

Member Number
05-0050-0

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