



Audit Bureau
of Circulations
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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

TopProducer

Established: 1993
ABC Member since: 2005
Farm Journal Media
One Penn Sq., W., 30 S. 15th St., Suite 900, Philadelphia, PA 19102
Phone: 215-557-8996
Fax: 215-568-4221
www.agweb.com
STEVE CUSTER
Publisher
JEANNE BERNICK
Editor

Field Served: Qualified recipients are operators, owners and managers of commercial farms who meet one or more of the following criteria: 500 or more acres of corn or soybeans, 1,000 or more acres of wheat, cotton, sorghum, sunflowers, canola, peanuts, potatoes, beets, dry beans, oats, barley, rye or 1,000 or more combined acres of hay, alfalfa. Consultants also qualify.

Frequency: 9 issues per year

Format: Standard

	Averages for Period	% of Total
1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION	123,238	100.0
AVERAGE QUALIFIED NON-PAID CIRCULATION		
Direct request from recipient	44,570	36.2
Telecommunications	41,703	33.8
Other Sources, See Par. 11(a)	36,965	30.0
Total Average Qualified Non-Paid Circulation	123,238	
Total Average Paid & Qualified Non-Paid Circulation	123,238	100.0
Advertising Rate Base/Circulation Guarantee	None Claimed	
AVERAGE NON-QUALIFIED CIRCULATION		
Allocated for shows and conventions	125	
Checking and Promotion copies to advertisers and agencies	859	
Miscellaneous, Including Staff Copies	1,029	
Total Average Non-Qualified Circulation	2,013	



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 Circulation	Total
			Direct Request from Recipient	Telecommunications	Other Sources		
SECTIONAL EDITIONS:							
Pacific	4		406	430	780	1,616	1,616
Northwest	4		1,058	1,056	1,572	3,686	3,686
Colorado	4		646	682	784	2,112	2,112
Montana-Wyoming	4		1,040	1,095	1,055	3,190	3,190
Ohio	4		1,873	1,516	1,067	4,456	4,456
Michigan	4		1,038	1,083	831	2,952	2,952
Indiana	4		2,628	2,520	1,669	6,817	6,817
Wisconsin	4		1,238	1,224	642	3,104	3,104
Illinois	4		5,783	4,258	3,832	13,873	13,873
Minnesota	4		3,662	3,262	2,478	9,402	9,402
Iowa	4		5,340	4,549	3,159	13,048	13,048
Missouri	4		1,922	1,887	1,377	5,186	5,186
Dakotas	4		4,102	4,650	4,191	12,943	12,943
Nebraska	4		3,566	3,516	2,780	9,862	9,862
Kansas	4		2,494	2,576	2,191	7,261	7,261
Southwest	4		2,139	2,453	3,055	7,647	7,647
Delta	4		1,868	1,554	2,513	5,935	5,935
Georgia-Florida	4		296	302	324	922	922
Alabama	4		180	140	138	458	458
Tennessee	4		494	460	508	1,462	1,462
Carolinas	4		739	729	735	2,203	2,203
Kentucky	4		525	505	393	1,423	1,423
Virginia	4		246	226	201	673	673
Delaware-Maryland-New Jersey	4		351	223	242	816	816
New York-New England	4		599	522	302	1,423	1,423
Pennsylvania	4		337	285	146	768	768
TOTAL			44,570	41,703	36,965	123,238	123,238
REGIONAL EDITIONS:							
West	4		3,150	3,262	4,191	10,603	10,603
Central	4		33,648	31,041	24,217	88,906	88,906
South	4		6,485	6,371	7,867	20,723	20,723
East	4		1,287	1,029	690	3,006	3,006
TOTAL			44,570	41,703	36,965	123,238	123,238

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

Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Jan.		123,424	123,424	1,880
Feb.		123,086	123,086	2,125
Mar.		122,963	122,963	2,364
Spring		123,477	123,477	1,681
		123,238	123,238	2,013

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE SPRING 2011 ISSUE IN WHICH:
 • QUALIFIED NON-PAID CIRCULATION WAS 0.2% 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 Spring 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 crop acreages 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 Spring 2011 issue.

2. Source of Data

Data on degree of farm interest and data on crop 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 123,477 subscribers who received the Spring 2011 issue.

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

	Paid	Qualified Non-Paid	Total	% of Total Reviewed
Total subscriptions as of Spring 2011 issue		123,477	123,477	100.0
Total number reviewed		123,477	123,477	100.0
Total number identified as to:				
Degree of Farm Interest		123,477	123,477	100.0
Demographic Data.....		123,477	123,477	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		119,153	119,153	96.5
Farm Managers, Technical or Supervisory Personnel.....		1,960	1,960	1.6
In a Business Directly Related to Farming or Ranching		2,364	2,364	1.9
TOTAL IDENTIFIED.....		123,477	123,477	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	93,351	93,351	93,351	78.3	1,286	1,286	1,286	65.6	1,134	1,134	1,134	47.9	95,771	95,771	95,771	77.6
13-24	15,010	15,010	15,010	12.6	422	422	422	21.5	1,103	1,103	1,103	46.7	16,535	16,535	16,535	13.4
25-36	10,792	10,792	10,792	9.1	252	252	252	12.9	127	127	127	5.4	11,171	11,171	11,171	9.0
37+																
TOTAL	119,153	119,153	119,153	100.0	1,960	1,960	1,960	100.0	2,364	2,364	2,364	100.0	123,477	123,477	123,477	100.0



TOP PRODUCER

3A4. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE:

Subscriber Age (Years)	Paid	%	Qualified Non-Paid	%	Total	%
Under 35			3,435	3.9	3,435	3.9
35-44			8,939	9.7	8,939	9.7
45-54			25,351	27.6	25,351	27.6
55-64			28,947	31.5	28,947	31.5
Over 64			25,087	27.3	25,087	27.3
TOTAL			91,759	100.0	91,759	100.0

3A5. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS: CROPS

CORN DEMOGRAPHIC DATA

	<u>Under 250</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
TOTAL	9,235	9,537	50,078	33,415	102,265

WHEAT DEMOGRAPHIC DATA

	<u>Under 250</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
TOTAL	32,101	9,760	8,396	22,274	72,531

SOYBEAN DEMOGRAPHIC DATA

	<u>Under 250</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
TOTAL	10,828	14,431	42,232	26,134	93,625

SORGHUM DEMOGRAPHIC DATA

	<u>Under 250</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
TOTAL	14,029	2,490	1,865	1,382	19,766

COTTON DEMOGRAPHIC DATA

	<u>Under 250</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000+</u>	<u>Total</u>
TOTAL	3,429	1,560	1,685	3,946	10,620

CROPLAND ACRES

	<u>Under 250</u>	<u>250-499</u>	<u>500-999</u>	<u>1,000-2,499</u>	<u>2,500+</u>	<u>Total</u>
TOTAL	439	261	13,417	75,546	33,472	123,135

HAY and/or ALFALFA DEMOGRAPHIC DATA

	<u>Under 200</u>	<u>200-299</u>	<u>300-499</u>	<u>500+</u>	<u>Total</u>
TOTAL	26,573	4,460	4,342	8,034	43,409

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient.....	36,698	8,506	2,921	48,125	39.0
Telecommunications	18,824	12,592	6,037	37,453	30.3
Other Sources.....	29,635	1,145	7,119	37,899	30.7
Total Qualified Non-Paid Circulation	85,157	22,243	16,077	123,477	100.0
Percent.....	69.0	18.0	13.0	100.0	
Paid Subscription Circulation.....					
Single Copy Sales					
Total Paid & Qualified Non-Paid Circulation				123,477	

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				46	46	
New Hampshire				23	23	
Vermont				96	96	
Massachusetts				23	23	
Rhode Island				2	2	
Connecticut				43	43	
NEW ENGLAND				233	233	0.2
New York				1,164	1,164	
New Jersey				106	106	
Pennsylvania				736	736	
MIDDLE ATLANTIC				2,006	2,006	1.6
Ohio				4,440	4,440	
Indiana				6,812	6,812	
Illinois				13,748	13,748	
Michigan				2,960	2,960	
Wisconsin				3,042	3,042	
EAST N. CENTRAL				31,002	31,002	25.1
Minnesota				9,310	9,310	
Iowa				12,888	12,888	
Missouri				5,220	5,220	
North Dakota				7,122	7,122	
South Dakota				5,835	5,835	
Nebraska				9,779	9,779	
Kansas				7,356	7,356	
WEST N. CENTRAL				57,510	57,510	46.6
Delaware				220	220	
Maryland				488	488	
District of Columbia				9	9	
Virginia				628	628	
West Virginia				36	36	
North Carolina				1,739	1,739	
South Carolina				543	543	
Georgia				660	660	
Florida				265	265	
SOUTH ATLANTIC				4,588	4,588	3.7

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky				1,456	1,456	
Tennessee				1,503	1,503	
Alabama				480	480	
Mississippi				1,655	1,655	
EAST S. CENTRAL				5,094	5,094	4.1
Arkansas				3,255	3,255	
Louisiana				1,188	1,188	
Oklahoma				2,181	2,181	
Texas				5,312	5,312	
WEST S. CENTRAL				11,936	11,936	9.7
Montana				2,996	2,996	
Idaho				997	997	
Wyoming				304	304	
Colorado				2,146	2,146	
New Mexico				273	273	
Arizona				351	351	
Utah				164	164	
Nevada				105	105	
MOUNTAIN				7,336	7,336	5.9
Alaska				19	19	
Washington				1,869	1,869	
Oregon				702	702	
California				1,172	1,172	
Hawaii				10	10	
PACIFIC				3,772	3,772	3.1
Miscellaneous						
U.S. Unclassified						
UNITED STATES				123,477	123,477	100.0
U.S. Circ. Percent of Grand Total						100.0
Poss. & Other Areas						
U.S. & POSS., etc.				123,477	123,477	100.0
Canada						
International						
Other Unclassified						
Military or Civilian Personnel Overseas						
GRAND TOTAL				123,477	123,477	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: U.S., 1 yr. \$20.00.
 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
Total Subscriptions Sold in Period Not 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 N/A

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:					
% Individual:					
% Gift:					
% Association:					
% Mail Subscriptions Special:					
% School:					
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:					
% Direct Request:	27.5	40.7	41.5	34.3	33.7
% Telecommunications:	55.2	38.2	33.0	39.8	38.0
% Other Sources:	17.3	21.1	25.5	25.9	28.3

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					120,613	120,613		
12-31-08	None Claimed					122,222	122,222		
12-31-07	None Claimed					140,825	140,825		
12-31-06	None Claimed		47	-47		179,675	179,675		
12-31-05	None Claimed					189,746	*		

*Initial Audit for 12 months ended December 31, 2005 - Publisher's Statement not required for this period.

- (a) Other Sources, averaging 36,965 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, USDA Farm Service Agency 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 26, 2011

CARL MENTZ
Executive V.P. & Publisher

STEVE CUSTER
Exec. V.P. and Publisher

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