



Audit Bureau  
of Circulations  
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**FARM PUBLICATION  
PUBLISHER'S STATEMENT**

For the 6 month period ending June 30, 2008  
Subject to Audit

**Paid & Qualified Non-Paid Circulation Form**

**TOP PRODUCER**

**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 (250 or more acres of corn or soybeans with plans to expand); 1,000+ acres of wheat, cotton, sorghum, sunflowers, canola, peanuts, potatoes, beets, dry beans or 1,000+ combined acres of hay, alfalfa or 1,000+ combined acres of oats, barley, rye or 500+ beef cows or 500+ calves backgrounded or 500+ fed beef. Consultants, Veterinarians, Feed/Nutritionists also qualify.

**Frequency:** 9 issues per year

**Format:** Standard

Established: 1993  
ABC Member since: 2005  
Farm Journal Media  
1818 Market St. 31st Floor, Philadelphia, PA 19103  
Phone: 215-557-8996  
Fax: 215-568-4221  
www.agweb.com  
STEVE CUSTER  
Publisher  
GREG VINCENT  
Editor

	<b>Averages for Period</b>	<b>% of Total</b>
<b>1 - AVERAGE PAID &amp; QUALIFIED NON-PAID CIRCULATION</b>	<b>121,561</b>	<b>100.0</b>
<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
Direct request from recipient . . . . .	45,763	37.7
Telecommunications . . . . .	48,536	39.9
Other Sources, See Par. 11(a) . . . . .	27,262	22.4
<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>121,561</b>	
<b>Total Average Paid &amp; Qualified Non-Paid Circulation . . . . .</b>	<b>121,561</b>	<b>100.0</b>
Advertising Rate Base/Circulation Guarantee . . . . .	None Claimed	
<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
Allocated for shows and conventions . . . . .	125	
Checking and Promotion copies to advertisers and agencies . . . . .	2,018	
Miscellaneous, Including Staff Copies . . . . .	1,360	
<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>3,503</b>	



**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		
<b>SECTIONAL EDITIONS:</b>							
Pacific	4		617	563	375	1,555	1,555
Northwest	4		1,124	930	703	2,757	2,757
Colorado	4		708	711	425	1,844	1,844
Montana-Wyoming	4		1,126	967	641	2,734	2,734
Ohio	4		2,071	2,038	1,082	5,191	5,191
Michigan	4		1,228	1,310	575	3,113	3,113
Indiana	4		2,714	3,118	1,466	7,298	7,298
Wisconsin	4		1,510	1,511	625	3,646	3,646
Illinois	4		5,205	5,576	3,202	13,983	13,983
Minnesota	4		3,656	3,849	1,990	9,495	9,495
Iowa	4		5,532	6,002	2,610	14,144	14,144
Missouri	4		1,947	2,141	1,248	5,336	5,336
Dakotas	4		3,697	4,114	2,701	10,512	10,512
Nebraska	4		3,449	4,312	2,309	10,070	10,070
Kansas	4		2,221	2,628	1,484	6,333	6,333
Southwest	4		2,506	2,976	1,819	7,301	7,301
Delta	4		1,767	1,735	1,644	5,146	5,146
Georgia-Florida	4		460	420	268	1,148	1,148
Alabama	4		218	205	136	559	559
Tennessee	4		556	463	325	1,344	1,344
Carolinas	4		838	771	452	2,061	2,061
Kentucky	4		665	580	290	1,535	1,535
Virginia	4		402	292	211	905	905
Delaware-Maryland-New Jersey	4		363	264	195	822	822
New York-New England	4		702	678	308	1,688	1,688
Pennsylvania	4		481	382	178	1,041	1,041
<b>TOTAL</b>			<b>45,763</b>	<b>48,536</b>	<b>27,262</b>	<b>121,561</b>	<b>121,561</b>
<b>REGIONAL EDITIONS:</b>							
West	4		3,575	3,171	2,143	8,889	8,889
Central	4		33,230	36,599	19,291	89,120	89,120
South	4		7,412	7,442	5,148	20,002	20,002
East	4		1,546	1,324	680	3,550	3,550
<b>TOTAL</b>			<b>45,763</b>	<b>48,536</b>	<b>27,262</b>	<b>121,561</b>	<b>121,561</b>

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

Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
January		120,917	120,917	3,260
February		120,907	120,907	2,969
March		122,615	122,615	2,887
Spring		121,803	121,803	4,895
<b>Total Average</b>		<b>121,561</b>	<b>121,561</b>	<b>3,503</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE SPRING, 2008 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, 2008 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, 2008 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 121,803 subscribers who received the Spring, 2008 issue.

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

	Paid	Qualified Non-Paid	Total	% of Total Reviewed
Total subscriptions as of Spring, 2008 issue.....		121,803	121,803	100.0
Total number reviewed.....		121,803	121,803	100.0
Total number identified as to:				
Degree of Farm Interest.....		121,803	121,803	100.0
Demographic Data.....		121,803	121,803	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.....		114,672	114,672	94.2
Farm Managers, Technical or Supervisory Personnel.....		2,713	2,713	2.2
In a Business Directly Related to Farming or Ranching.....		4,418	4,418	3.6
<b>TOTAL IDENTIFIED.....</b>		<b>121,803</b>	<b>121,803</b>	<b>100.0</b>

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			
	Paid	Qualified Non-Paid	Total	%	Paid	Qualified Non-Paid	Total	%	Paid	Qualified Non-Paid	Total	%
1-12		80,991	80,991	70.6		1,940	1,940	71.5		3,340	3,340	75.6
13-24		22,201	22,201	19.4		466	466	17.2		564	564	12.8
25-36		11,480	11,480	10.0		307	307	11.3		514	514	11.6
37+												
<b>TOTAL</b>		<b>114,672</b>	<b>114,672</b>	<b>100.0</b>		<b>2,713</b>	<b>2,713</b>	<b>100.0</b>		<b>4,418</b>	<b>4,418</b>	<b>100.0</b>

3A4. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE:

Subscriber Age (Years)	Paid	%	Qualified Non-Paid	%	Total	%
Under 35			4,776	5.4	4,776	5.4
35-44			11,657	13.2	11,657	13.2
45-54			28,035	31.8	28,035	31.8
55-64			23,763	26.9	23,763	26.9
Over 64			20,018	22.7	20,018	22.7
<b>TOTAL</b>			<b>88,249</b>	<b>100.0</b>	<b>88,249</b>	<b>100.0</b>

3A5. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS: CROPS

CORN DEMOGRAPHIC DATA

Age (Months)	1-99	100-249	250-499	500-999	1000+	Total
1-12	1,848 75.2%	4,790 75.5%	13,808 76.1%	28,968 67.7%	19,522 68.3%	68,936 70.1%
13-24	330 13.4%	832 13.1%	2,600 14.3%	9,639 22.5%	6,562 23.0%	19,963 20.3%
25-36	279 11.4%	725 11.4%	1,734 9.6%	4,201 9.8%	2,500 8.7%	9,439 9.6%
<b>TOTAL</b>	<b>2,457 100.0%</b>	<b>6,347 100.0%</b>	<b>18,142 100.0%</b>	<b>42,808 100.0%</b>	<b>28,584 100.0%</b>	<b>98,338 100.0%</b>

WHEAT DEMOGRAPHIC DATA

Age (Months)	1-99	100-249	250-499	500-999	1,000+	Total
1-12	6,169 73.2%	9,789 74.9%	6,588 73.5%	6,025 73.1%	11,000 77.8%	39,571 74.9%
13-24	1,624 19.3%	2,323 17.8%	1,714 19.1%	1,555 18.9%	1,963 13.9%	9,179 17.4%
25-36	628 7.5%	958 7.3%	663 7.4%	658 8.0%	1,166 8.3%	4,073 7.7%
<b>TOTAL</b>	<b>8,421 100.0%</b>	<b>13,070 100.0%</b>	<b>8,965 100.0%</b>	<b>8,238 100.0%</b>	<b>14,129 100.0%</b>	<b>52,823 100.0%</b>

SOYBEAN DEMOGRAPHIC DATA

Age (Months)	1-99	100-249	250-499	500-999	1,000+	Total
1-12	1,974 75.7%	6,320 75.0%	14,606 76.0%	24,288 65.6%	13,979 67.0%	61,167 69.5%
13-24	417 16.0%	1,396 16.5%	2,977 15.5%	8,573 23.2%	4,640 22.3%	18,003 20.4%
25-36	215 8.3%	721 8.5%	1,631 8.5%	4,125 11.2%	2,228 10.7%	8,920 10.1%
<b>TOTAL</b>	<b>2,606 100.0%</b>	<b>8,437 100.0%</b>	<b>19,214 100.0%</b>	<b>36,986 100.0%</b>	<b>20,847 100.0%</b>	<b>88,090 100.0%</b>

SORGHUM DEMOGRAPHIC DATA

Age (Months)	1-99	100-249	250-499	500-999	1,000+	Total
1-12	969 69.8%	1,864 73.7%	1,376 71.5%	1,232 74.1%	952 74.0%	6,393 72.8%
13-24	241 17.4%	411 16.2%	326 17.0%	295 17.8%	224 17.4%	1,497 17.0%
25-36	178 12.8%	256 10.1%	221 11.5%	134 8.1%	110 8.6%	899 10.2%
<b>TOTAL</b>	<b>1,388 100.0%</b>	<b>2,531 100.0%</b>	<b>1,923 100.0%</b>	<b>1,661 100.0%</b>	<b>1,286 100.0%</b>	<b>8,789 100.0%</b>

**COTTON DEMOGRAPHIC DATA**

Age (Months)	1-99	100-249	250-499	500-999	1,000+	Total
1-12	138	411	555	969	2,693	4,766
	60.6%	64.5%	65.3%	67.4%	61.9%	63.5%
13-24	63	142	183	293	1,046	1,727
	27.6%	22.3%	21.6%	20.4%	24.0%	23.0%
25-36	27	84	111	175	616	1,013
	11.8%	13.2%	13.1%	12.2%	14.1%	13.5%
<b>TOTAL</b>	<b>228</b>	<b>637</b>	<b>849</b>	<b>1,437</b>	<b>4,355</b>	<b>7,506</b>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**HAY and/or ALFALFA DEMOGRAPHIC DATA**

Age (Months)	1-99	100-199	200-299	300-499	500+	Total
1-12	12,835	7,090	4,301	4,340	6,677	35,243
	70.9%	72.7%	73.1%	74.7%	75.3%	72.8%
13-24	3,379	1,685	956	840	1,260	8,120
	18.7%	17.3%	16.2%	14.5%	14.2%	16.8%
25-36	1,881	970	633	628	929	5,041
	10.4%	10.0%	10.7%	10.8%	10.5%	10.4%
<b>TOTAL</b>	<b>18,095</b>	<b>9,745</b>	<b>5,890</b>	<b>5,808</b>	<b>8,866</b>	<b>48,404</b>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**CROPLAND ACRES**

Age (Months)	1-249	250-499	500-999	1,000-2,499	2,500+	Total
1-12	2,689	2,706	15,171	44,245	19,076	83,887
	81.5%	80.7%	72.7%	68.9%	70.8%	70.7%
13-24	284	329	3,485	13,440	5,317	22,855
	8.6%	9.8%	16.7%	20.9%	19.8%	19.3%
25-36	326	319	2,206	6,512	2,542	11,908
	9.9%	9.5%	10.6%	10.2%	9.4%	10.0%
<b>TOTAL</b>	<b>3,299</b>	<b>3,354</b>	<b>20,862</b>	<b>64,200</b>	<b>26,935</b>	<b>118,650</b>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**3A6. DEMOGRAPHIC ANALYSIS OF SUBSCRIBER RECORDS: LIVESTOCK**

**BEEF COW DEMOGRAPHIC DATA**

Age (Months)	1-99	100-199	200-499	500-999	1,000+	Total
1-12	11,716	5,990	5,505	3,268	1,378	27,857
	71.3%	73.7%	76.6%	75.5%	71.0%	73.3%
13-24	2,989	1,345	930	502	295	6,061
	18.2%	16.5%	12.9%	11.6%	15.2%	15.9%
25-36	1,721	794	756	556	268	4,095
	10.5%	9.8%	10.5%	12.9%	13.8%	10.8%
<b>TOTAL</b>	<b>16,426</b>	<b>8,129</b>	<b>7,191</b>	<b>4,326</b>	<b>1,941</b>	<b>38,013</b>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**FED BEEF DEMOGRAPHIC DATA**

Age (Months)	1-99	100-199	200-499	500-999	1,000-2,499	2,500+	Total
1-12	6,539	2,664	3,316	2,625	2,072	1,204	18,420
	68.3%	68.9%	73.7%	71.0%	73.8%	73.4%	70.6%
13-24	1,852	748	689	599	441	259	4,588
	19.3%	19.4%	15.3%	16.2%	15.7%	15.8%	17.6%
25-36	1,185	450	493	472	295	178	3,073
	12.4%	11.7%	11.0%	12.8%	10.5%	10.8%	11.8%
<b>TOTAL</b>	<b>9,576</b>	<b>3,862</b>	<b>4,498</b>	<b>3,696</b>	<b>2,808</b>	<b>1,641</b>	<b>26,081</b>
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# TOP PRODUCER

## CALVES BACKGROUNDED DEMOGRAPHIC DATA

Age (Months)	1-99	100-199	200-499	500-999	1,000+	Total
1-12	5,882 70.3%	2,906 73.8%	3,543 77.6%	2,618 75.6%	2,360 75.1%	17,309 73.8%
13-24	1,486 17.8%	605 15.4%	541 11.9%	419 12.1%	407 12.9%	3,458 14.7%
25-36	995 11.9%	424 10.8%	478 10.5%	427 12.3%	379 12.0%	2,703 11.5%
<b>TOTAL</b>	<b>8,363</b> 100.0%	<b>3,935</b> 100.0%	<b>4,562</b> 100.0%	<b>3,464</b> 100.0%	<b>3,146</b> 100.0%	<b>23,470</b> 100.0%

## ALL BEEF DEMOGRAPHIC DATA

Age (Months)	1-99	100-199	200-499	500-999	1,000+	Total
1-12	9,899 72.1%	5,727 71.3%	7,344 74.3%	5,813 75.3%	7,552 74.1%	36,335 73.3%
13-24	2,499 18.2%	1,460 18.2%	1,559 15.8%	1,030 13.3%	1,432 14.1%	7,980 16.1%
25-36	1,339 9.7%	842 10.5%	981 9.9%	880 11.4%	1,204 11.8%	5,246 10.6%
<b>TOTAL</b>	<b>13,737</b> 100.0%	<b>8,029</b> 100.0%	<b>9,884</b> 100.0%	<b>7,723</b> 100.0%	<b>10,188</b> 100.0%	<b>49,561</b> 100.0%

### 3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient.....	42,551	5,144	1,575	49,270	40.5
Telecommunications .....	30,827	10,042	6,069	46,938	38.5
Other Sources.....	12,893	8,045	4,657	25,595	21.0
<b>Total Qualified Non-Paid Circulation .....</b>	<b>86,271</b>	<b>23,231</b>	<b>12,301</b>	<b>121,803</b>	<b>100.0</b>
<b>Percent.....</b>	<b>70.8</b>	<b>19.1</b>	<b>10.1</b>	<b>100.0</b>	
Paid Subscription Circulation.....					
Single Copy Sales .....					
<b>Total Paid &amp; Qualified Non-Paid Circulation .....</b>				<b>121,803</b>	

**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 .....				70	70	
New Hampshire .....				26	26	
Vermont .....				143	143	
Massachusetts .....				28	28	
Rhode Island .....				1	1	
Connecticut .....				56	56	
<b>NEW ENGLAND</b>				<b>324</b>	<b>324</b>	<b>0.3</b>
New York .....				1,354	1,354	
New Jersey .....				103	103	
Pennsylvania .....				1,034	1,034	
<b>MIDDLE ATLANTIC</b>				<b>2,491</b>	<b>2,491</b>	<b>2.0</b>
Ohio .....				5,197	5,197	
Indiana .....				7,261	7,261	
Illinois .....				13,991	13,991	
Michigan .....				3,107	3,107	
Wisconsin .....				3,655	3,655	
<b>EAST N. CENTRAL</b>				<b>33,211</b>	<b>33,211</b>	<b>27.3</b>
Minnesota .....				9,508	9,508	
Iowa .....				14,251	14,251	
Missouri .....				5,364	5,364	
North Dakota .....				4,992	4,992	
South Dakota .....				5,604	5,604	
Nebraska .....				10,134	10,134	
Kansas .....				6,373	6,373	
<b>WEST N. CENTRAL</b>				<b>56,226</b>	<b>56,226</b>	<b>46.2</b>
Delaware .....				205	205	
Maryland .....				500	500	
District of Columbia .....				4	4	
Virginia .....				787	787	
West Virginia .....				110	110	
North Carolina .....				1,551	1,551	
South Carolina .....				504	504	
Georgia .....				786	786	
Florida .....				340	340	
<b>SOUTH ATLANTIC</b>				<b>4,787</b>	<b>4,787</b>	<b>3.9</b>

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky .....				1,551	1,551	
Tennessee .....				1,349	1,349	
Alabama .....				552	552	
Mississippi .....				1,420	1,420	
<b>EAST S. CENTRAL</b>				<b>4,872</b>	<b>4,872</b>	<b>4.0</b>
Arkansas .....				2,738	2,738	
Louisiana .....				983	983	
Oklahoma .....				2,142	2,142	
Texas .....				4,848	4,848	
<b>WEST S. CENTRAL</b>				<b>10,711</b>	<b>10,711</b>	<b>8.8</b>
Montana .....				2,260	2,260	
Idaho .....				882	882	
Wyoming .....				487	487	
Colorado .....				1,844	1,844	
New Mexico .....				316	316	
Arizona .....				266	266	
Utah .....				270	270	
Nevada .....				150	150	
<b>MOUNTAIN</b>				<b>6,475</b>	<b>6,475</b>	<b>5.3</b>
Alaska .....				4	4	
Washington .....				1,048	1,048	
Oregon .....				550	550	
California .....				1,090	1,090	
Hawaii .....				14	14	
<b>PACIFIC</b>				<b>2,706</b>	<b>2,706</b>	<b>2.2</b>
Miscellaneous .....						
U.S. Unclassified .....						
<b>UNITED STATES</b>				<b>121,803</b>	<b>121,803</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total .....						<b>100.0</b>
Poss. & Other Areas .....						
<b>U.S. &amp; POSS., etc.</b>				<b>121,803</b>	<b>121,803</b>	<b>100.0</b>
Canada .....						
International .....						
Other Unclassified .....						
Military or Civilian Personnel Overseas .....						
<b>GRAND TOTAL</b>				<b>121,803</b>	<b>121,803</b>	<b>100.0</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2008**

**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 None

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

	2003	2004	2005	2006	2007
% Post Exp. Copies:					
% Individual:				0.0	0.0
% Gift:					
% Association:					
% Mail Subscriptions Special:					
% School:					
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:					
% Direct Request:				27.5	40.7
% Telecommunications:				55.2	38.2
% Other Sources:				17.3	21.1

**11 - EXPLANATORY**

Latest Released Audit Report Issued for 12 months ended December 31, 2006

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)
12-31-06	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 27,262 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, 1818 Market St., 31st Floor, Philadelphia, PA 19103

Signed: July 31, 2008

**CARL MENTZ**

V.P. Circulation

**STEVE CUSTER**

Exec. V.P. and Publisher

Member Number

05-0174-0

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	U.S. Subscription Price	20.00
	Canadian Subscription Price	
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