

FARMING TODAY

Anytown, Illinois 60000

AUDIT REPORT Farm Publication

FIELD SERVED: Farming.

AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2013:

	Averages for Period	% of Total
1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION	28,168	100.0
AVERAGE PAID CIRCULATION:		
Subscriptions:		
Individual	7,171	25.5
Gift.....		
Association, See Explanatory.....	1,291	4.6
Mail Subscriptions Special		
School		
Multi-Copy Individually Addressed		
Multi-Copy Same Addressee.....		
Total Subscriptions.....	8,462	
Single Copy Sales:		
Individual		
Multi-Copy Individually Addressed		
Multi-Copy Same Addressee.....		
Total Single Copy Sales.....		
Total Average Paid Circulation	8,462	
AVERAGE QUALIFIED NON-PAID CIRCULATION:		
Direct request from recipient	12,276	43.6
Telecommunications	966	3.4
Other Sources, See Explanatory	6,464	22.9
Total Average Qualified Non-Paid Circulation	19,706	
Total Average Paid & Qualified Non-Paid Circulation	28,168	100.0
Advertising Rate Base/Circulation Guarantee	None Claimed	
AVERAGE NON-QUALIFIED CIRCULATION:		
Rotated or occasional:		
Mailed.....		
Field Sales.....		
Allocated for shows and conventions	415	
Checking and Promotion copies to advertisers and agencies.....	601	
Miscellaneous, Including Staff Copies.....	315	
Total Average Non-Qualified Circulation	1,331	

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

None of record

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

2013 Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified	2013 Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Jan.	4,000	10,000	10,000	100	July	4,682	9,404	18,086	871
Feb.	4,000	10,000	10,000	500	Aug.	4,609	9,427	18,036	633
Mar.	4,000	10,000	10,000	500	Sept.	4,520	9,432	17,952	965
Apr.	4,000	10,000	10,000	500	Oct.	4,418	9,400	17,818	1,159
May	4,000	10,000	10,000	500	Nov.	4,336	0,581	18,917	972
June	4,000	10,000	10,000	500	Dec.	4,206	9,993	18,199	787
Total									
Average					8,462	19,706	28,168	1,331	

AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION BY QUARTERS for the period covered by this report:

Calendar Quarter Ended	Paid	Qualified Non-Paid	Total
March 31, 2013	16,498	2,123	18,621
June 30, 2013	16,722	2,108	18,830
September 30, 2013	16,865	2,142	19,007
December 31, 2013	17,174	2,154	19,328

AUDIT STATEMENT

There was no adjustment made in the paid and/or qualified non-paid circulation as shown in the Publisher's Statements for the period audited.

EXPLANATORY

Other Sources, averaging 20,294 copies per issue, represent copies served to qualified class 1 and 1A producers obtained from customer and prospect lists from agribusinesses serving producers plus other lists.

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 paid and/or qualified non-paid 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 paid and/or qualified non-paid circulation.

Alliance for Audited Media