

FARM PUBLICATION

Publisher's Statement

6 months ended December 31, 20XX

Subject to Audit

Field Served:

Serving the potato and commercial vegetable industries including processing and fresh market growers, bedding plant and greenhouse vegetable growers, packers, canners, processors, merchandisers, and retailers.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				28,168
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	7,171	Qualified Nonpaid Individual - Print		19,706
Qualified Paid Association - Print	1,291	Total Average Qualified Nonpaid Circulation		19,706
Total Average Qualified Paid Circulation	8,462			

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	415
Nonqualified Miscellaneous, Including Staff Copies - Print	916
Total Average Nonqualified Circulation	1,331

AVERAGE CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jul	8,682	19,404	28,086
Aug	8,609	19,427	28,036
Sep	8,520	19,432	27,952
Oct	8,418	19,400	27,818
Nov	8,336	20,581	28,917
Dec	8,206	19,993	28,199

AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	%
Total direct request from recipient	7,767	3,112	2,679	13,558	67.8
Total direct request from recipient's company					
Total communication other than request					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	6,435			6,435	32.2
Total Qualified Subscriptions	14,202	3,112	2,679	19,993	100.0
Percent	71.0	15.6	13.4	100.0	
Paid Subscription Circulation				8,206	
Paid Acquired Circulation					
Single Copy Sales					
Total Qualified Circulation				28,199	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	71	77	148
Arizona	80	284	364
Arkansas	42	103	145
California	497	2,627	3,124
Colorado	101	337	438
Connecticut	134	39	173
Delaware	55	95	150
District of Columbia	15	6	21
Florida	201	844	1,045
Georgia	95	624	719
Idaho	46	1,702	1,748
Illinois	246	481	727
Indiana	167	277	444
Iowa	113	218	331
Kansas	72	45	117
Kentucky	81	279	360
Louisiana	62	166	228
Maine	80	465	545
Maryland	176	112	288
Massachusetts	357	97	454
Michigan	339	1,786	2,125
Minnesota	105	1,697	1,802
Mississippi	49	117	166
Missouri	144	107	251
Montana	22	67	89
Nebraska	50	86	136
Nevada	14	9	23
New Hampshire	86	27	113
New Jersey	258	192	450
New Mexico	36	60	96
New York	535	773	1,308
North Carolina	197	840	1,037
North Dakota	16	455	471
Ohio	508	480	988
Oklahoma	43	118	161
Oregon	94	710	804
Pennsylvania	1,002	346	1,348
Rhode Island	31	6	37
South Carolina	80	124	204
South Dakota	13	31	44
Tennessee	101	145	246
Texas	190	388	578
Utah	47	44	91
Vermont	29	96	125
Virginia	193	152	345
Washington	142	969	1,111
West Virginia	64	44	108
Wisconsin	1,229	1,161	1,390
Wyoming	10	6	16
TOTAL 48 CONTERMINOUS STATES	7,318	19,914	27,232
Alaska	24	27	51
Hawaii	92	25	117
TOTAL ALASKA & HAWAII	116	52	168
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	7,434	19,966	27,400
Poss. & Other Areas	34	3	37
U.S. & POSS., etc.	7,468	19,969	27,437
Canada	434	24	458
International	304		304
Military or Civilian Personnel Overseas			
Total International	738	24	762
E-Mail Address Only			
Other Unclassified			
GRAND TOTAL	8,206	19,993	28,199

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TERM DATA (Subscriptions Sold)	
	Qualified Paid - Print
Three years or more	221
Two years or more but less than three	223
One year or more but less than two	1,782
Less than one year	
Total	2,226

SALES CHANNELS	
	Qualified Paid - Print
Ordered by mail and/or directly requested by subscribers	1,870
Catalog agencies and individual agents	
Publisher's own and other publishers' salespeople	
Independent agencies' salespeople	
Association membership	356
All other channels	
Total	2,226

PREMIUM USAGE (Subscriptions Sold)	
	Qualified Paid - Print
Ordered without premium	1,858
Ordered with reprinted material from this publication	
Ordered with other premiums	368
Total	2,226

NOTES

Rounding %: Due to rounding, percentages may not always add to 100%.

Paid Association Subscriptions: Represent copies served to members of the Farm Association. \$10.00 is allocated for a 1 year subscription to this publication and is nondeductible from dues. This publication is the official journal of Farm Association.

Analyzed Issue: The information in Age of Source Analysis and Geographic Analysis is from an analysis of the December 20xx issue.

Price Data	Basic Prices
Subscriptions	U.S., 1 yr. \$19.95; 2 yrs. \$29.95.
Single Copy	\$2.75

Sales include Premium Values	Qualified Paid - Print
Basic & higher than basic	60
75% - 99% of basic	5
50% - 74% of basic	1,805
25% - 49% of basic	356
Less than 25% of basic	
Total	2,226

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 Alliance for Audited Media's Bylaws and Rules.

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NAME

NAME

Circulation Director

Publisher