



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**
(INCLUDING SUPPLEMENTARY DATA)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A Penton Media Publication
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deltafarmpress.com
southeastfarmpress.com
southwestfarmpress.com
westernfarmpress.com

Official Publication of: None
Issues Per Year: 51, 28, 24, 27
(See Additional Data)

FIELD SERVED

FARM PRESS serves farmers and agribusiness.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include farm owners, owner/operators, managers, consultant/PCAs, dealer/distributors, government agencies, educators, and others allied to the field.

PURPOSE

The supplementary data reported herein is a multiple analysis of the crop type cross-hatched by the acreage of each crop at the farm or ranch in which the recipient is involved.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	(See Additional Data)
Advertiser and Agency _____	
Rotated or Occasional _____	
Allocated for Trade Shows and Conventions _____	
Digital _____	
All Other _____	
TOTAL	

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	(See Additional Data)					
Sponsored Individually Addressed _____						
Membership Benefit _____						
Multi-Copy Same Addressee _____						
Single Copy Sales _____						
TOTAL QUALIFIED CIRCULATION						

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	*Western Farm Press	Field Crop and Vegetable Issue	Total Qualified
January 1	26,200	40,600	29,100	19,395	-	115,295
January 8	26,200	40,600	29,100	-	-	95,900
January 15	26,200	40,600	29,100	-	12,242	108,142
January 22	26,200	-	-	19,400	-	45,600
January 29	26,200	40,600	29,100	-	-	95,900
February 5	26,200	40,600	29,100	19,528	-	115,428
February 12	26,200	40,600	29,100	-	12,087	107,987
February 19	26,200	-	-	19,528	-	45,728
February 16	26,200	40,600	29,100	-	-	95,900
March 5	26,200	40,600	29,100	19,400	-	115,300
March 12	26,200	40,600	29,100	-	12,016	107,916
March 19	26,200	-	-	19,400	-	45,600
March 26	26,200	-	-	-	-	26,200
April 2	26,200	40,600	29,100	19,383	-	115,283
April 9	26,200	40,600	-	-	-	66,800
April 16	26,200	40,600	29,100	19,383	-	115,283
April 23	26,200	-	-	-	-	26,200
April 30	26,200	40,600	29,100	-	-	95,900
May 7	26,200	-	-	19,346	-	45,546
May 14	26,200	40,600	29,100	-	-	95,900
May 21	26,200	-	-	19,346	-	45,546
May 28	26,200	40,600	29,100	-	-	95,900
June 4	26,200	-	-	19,400	-	45,600
June 11	26,200	40,600	-	-	-	66,800
June 18	26,200	-	-	19,400	-	45,600

*See Additional Data

Farm Press / June 2011

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR DELTA FARM PRESS ISSUE OF MAY 20, 2011
 This issue is equal to the average of the other 24 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHEAST FARM PRESS ISSUE OF MAY 18, 2011
 This issue is equal to the average of the other 15 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHWEST FARM PRESS ISSUE OF MAY 19, 2011
 This issue is equal to the average of the other 13 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS ISSUE OF MAY 7, 2011
 This issue is 0.4% or 69 copies below the average of the other 11 issues reported in Paragraph two.

TOTAL FARM ACREAGE	TOTAL QUALIFIED	PERCENT OF TOTAL	Delta Farm Press	Southeast Farm Press
ACREAGE UNKNOWN	2,130	1.8	157	579
1 - 99 ACRES	12,531	10.9	1,345	4,598
100 ACRES AND MORE	100,585	87.3	24,698	35,423
TOTAL QUALIFIED CIRCULATION	115,246	100.0	26,200	40,600

Edition	TOTAL QUALIFIED	Classification by Title							
		Owners and/or Operator	Managers	Consultant/PCAs	Dealer/Distributor Equipment	Dealer/Distributor Seed/Chemicals	Extension Government Agency	Educators	Other Titled and Non-Titled Personnel
Delta Farm Press	26,200	22,896	874	456	203	544	421	153	653
Southeast Farm Press	40,600	37,338	1,009	335	160	389	636	221	512
Southwest Farm Press	29,100	27,364	469	252	93	178	291	107	346
Western Farm Press	19,346	16,637	832	647	149	199	220	150	512

ADDITIONAL ANALYSIS - ACREAGE SIZE

This is an analysis of the crop type and acreage of the farm or ranch in which the recipient is involved. This data is presented for statistical and marketing purposes only.

TOTAL FARM ACREAGE	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press
5,000 Acres and Over	2,432	1,273	2,198	1,115
2,500 - 4,999 Acres	3,575	1,899	3,147	749
1,000 - 2,499 Acres	7,961	7,571	9,424	2,221
500 - 999 Acres	5,507	9,456	7,160	2,075
250 - 499 Acres	2,745	8,346	3,437	2,376
100 - 249 Acres	2,478	6,878	2,638	3,924
1 - 99 Acres	1,345	4,598	894	5,694
Acreage Unknown	157	579	202	1,192
Total	26,200	40,600	29,100	19,346

SUPPLEMENTARY DATA

This is an analysis of the crop type and acreage of the farm or ranch in which the recipient is involved. This data is presented for statistical and marketing purposes only.

Delta Farm Press Crop Type	Total Responses	1,000 Acres or More	500 - 999 Acres	250 - 499 Acres	100 - 249 Acres	1 - 99 Acres
MELON	246	4	2	8	21	211
COTTON	10,756	2,913	3,127	1,363	1,885	1,468
SOYBEANS	20,513	6,574	4,296	3,369	3,522	2,752
RICE	7,392	2,119	1,616	1,441	1,517	699
WHEAT	12,160	1,447	1,878	2,196	3,409	3,230
CORN	14,197	2,893	2,834	2,547	3,166	2,757
GRAIN SORGHUM	4,202	414	516	751	1,220	1,301
PECANS	804	25	19	33	87	640
HAY	4,762	191	220	576	1,671	2,104
CATFISH	493	30	30	52	81	300
PEANUTS	279	33	31	34	53	128
OTHER CROPS	2,317	328	255	368	616	750

Number of Respondents included in analysis = 25,168

Southeast Farm Press Crop Type	Total Responses	1,000 Acres or More	500 - 999 Acres	250 - 499 Acres	100 - 249 Acres	1 - 99 Acres
MELON	663	14	10	17	67	555
COTTON	14,262	2,409	3,638	3,005	2,744	2,466
SOYBEANS	22,786	2,333	3,193	4,612	5,914	6,734
WHEAT	17,502	935	1,427	3,094	4,997	7,049
CORN	23,697	1,822	2,317	4,298	6,285	8,975
GRAIN SORGHUM	4,002	81	105	320	910	2,586
PECANS	2,138	40	39	48	129	1,882
TOBACCO	4,170	107	98	194	818	2,953
PEANUTS	7,731	428	608	1,107	2,478	3,110
STONE FRUIT	351	20	10	6	31	284
TREE FRUIT	880	22	20	22	57	759
CITRUS	447	40	14	23	46	324
VEGETABLES	4,221	152	106	136	314	3,513
TOMATOES	1,324	30	19	20	61	1,194
STRAWBERRIES	711	17	9	3	33	649
HAY	11,789	252	371	1,011	3,472	6,683
OTHER CROPS	3,773	216	247	421	953	1,936

Number of Respondents included in analysis = 39,029

Southwest Farm Press Crop Type	Total Responses	1,000 Acres or More	500 - 999 Acres	250 - 499 Acres	100 - 249 Acres	1 - 99 Acres
MELON	395	10	11	19	28	327
COTTON	13,428	3,092	4,245	2,147	2,860	1,084
SOYBEANS	3,536	429	513	642	1,033	919
RICE	1,053	186	485	169	142	71
WHEAT	17,624	4,166	3,267	3,218	3,707	3,266
CORN	7,728	1,281	1,223	1,394	2,031	1,799
GRAIN SORGHUM	10,098	1,309	1,439	1,844	2,927	2,579
PECANS	1,148	54	31	55	160	848
PEANUTS	1,423	113	128	217	461	504
CITRUS	151	13	8	6	15	109
VEGETABLES	1,045	54	39	67	153	732
HAY	9,147	468	607	1,226	3,180	3,666
OTHER CROPS	3,367	510	439	583	904	931

Number of Respondents included in analysis = 28,284

Western Farm Press Crop Type	Total Responses	1,000 Acres or More	500 - 999 Acres	250 - 499 Acres	100 - 249 Acres	1 - 99 Acres
LETTUCE	1,557	101	91	917	120	328
MELON	351	35	18	41	42	215
COTTON	2,619	643	546	478	660	292
GRAPES	3,605	320	199	282	586	2,218
RICE	1,021	198	235	211	215	162
WHEAT	4,898	568	501	964	1,584	1,281
CORN	3,981	339	371	634	1,387	1,250
ALFALFA	3,707	667	511	596	966	967
NUTS	4,360	436	294	407	896	2,327
STONE FRUIT	1,456	103	69	71	231	982
TREE FRUIT	1,973	93	70	103	273	1,434
CITRUS	1,451	160	73	93	202	923
VEGETABLES	1,531	299	139	141	245	707
TOMATOES	944	205	108	110	178	343
STRAWBERRIES	296	33	20	21	32	190
HAY	2,033	260	223	278	537	735
OTHER CROPS	2,427	288	220	274	549	1,096

Number of Respondents included in analysis = 18,176

Southwest Farm Press	Western Farm Press	Owners and/or Operators	Managers	Consultant/PCAs	Dealer/Distributor Equipment	Dealer/Distributor Seed/Chemicals	Extension Government Agency	Educators	Other Titled and Non-Titled Personnel
202	1,192	1,120	48	112	112	187	265	118	168
894	5,694	11,006	283	140	133	180	295	169	325
28,004	12,460	92,109	2,853	1,438	360	943	1,008	344	1,530
29,100	19,346	104,235	3,184	1,690	605	1,310	1,568	631	2,023

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR COMBINED FARM PRESS ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	58,035	22,254	9,888	90,177	78.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1,812	156	-	1,968	1.7
V. TOTAL - Sources other than above (listed alphabetically):	22,627	474	-	23,101	20.0
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	22,627	474	-	23,101	20.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	82,474	22,884	9,888	115,246	100.0
PERCENT	71.6	19.8	8.6	100.0	

*See Additional Data

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR DELTA FARM PRESS ISSUE OF MAY 20, 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	15,403	4,815	1,178	21,396	81.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	168	156	-	324	1.2
V. TOTAL - Sources other than above (listed alphabetically):	4,480	-	-	4,480	17.1
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	4,480	-	-	4,480	17.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,051	4,971	1,178	26,200	100.0
PERCENT	76.5	19.0	4.5	100.0	

*See Additional Data

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHEAST FARM PRESS ISSUE OF MAY 18, 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	19,107	8,116	4,026	31,249	77.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	862	-	-	862	2.1
V. TOTAL - Sources other than above (listed alphabetically): _____	8,489	-	-	8,489	20.9
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	8,489	-	-	8,489	20.9
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,458	8,116	4,026	40,600	100.0
PERCENT	70.1	20.0	9.9	100.0	

*See Additional Data

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHWEST FARM PRESS ISSUE OF MAY 19, 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	14,125	5,229	2,821	22,175	76.2
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	378	-	-	378	1.3
V. TOTAL - Sources other than above (listed alphabetically): _____	6,073	474	-	6,547	22.5
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	6,073	474	-	6,547	22.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,576	5,703	2,821	29,100	100.0
PERCENT	70.7	19.6	9.7	100.0	

*See Additional Data

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS ISSUE OF MAY 7, 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	9,400	4,094	1,863	15,357	79.4
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	404	-	-	404	2.1
V. TOTAL - Sources other than above (listed alphabetically): _____	3,585	-	-	3,585	18.5
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	3,585	-	-	3,585	18.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,389	4,094	1,863	19,346	100.0
PERCENT	69.2	21.2	9.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 18, 2011, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 19, 2011, WESTERN FARM PRESS FOR THE ISSUE OF MAY 7, 2011, DELTA FARM PRESS FOR THE ISSUE MAY 20, 2011

MAILING ADDRESS	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press	Total Qualified	Percent
Individuals by name and title and/or function _____	25,918	40,529	29,067	19,118	114,632	99.5
Individuals by name only _____	52	43	20	24	139	0.1
Titles or functions only _____	220	27	13	198	458	0.4
Company names only _____	10	1	-	6	17	-
Multiple Copy Same Addressee copies _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,200	40,600	29,100	19,346	115,246	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 18, 2011, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 19, 2011, WESTERN FARM PRESS FOR THE ISSUE OF MAY 7, 2011, DELTA FARM PRESS FOR THE ISSUE MAY 20, 2011

State	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press	Total Qualified	Percent
Maine _____	-	-	-	-	-	-
New Hampshire _____	-	1	-	-	1	-
Vermont _____	-	-	-	-	-	-
Massachusetts _____	-	1	-	-	1	-
Rhode Island _____	-	-	-	-	-	-
Connecticut _____	2	-	-	1	3	-
NEW ENGLAND	2	2	-	1	5	-
New York _____	2	3	1	2	8	-
New Jersey _____	1	1	-	1	3	-
Pennsylvania _____	-	2	-	-	2	-
MIDDLE ATLANTIC	3	6	1	3	13	-
Ohio _____	2	3	5	1	11	-
Indiana _____	3	1	1	2	7	-
Illinois _____	26	-	3	5	34	-
Michigan _____	4	5	-	2	11	-
Wisconsin _____	1	-	1	2	4	-
EAST NO. CENTRAL	36	9	10	12	67	0.1
Minnesota _____	2	-	1	4	7	-
Iowa _____	4	2	4	5	15	-
Missouri _____	6,147	-	6	6	6,159	-
North Dakota _____	-	1	2	6	9	-
South Dakota _____	1	-	2	7	10	-
Nebraska _____	4	-	-	2	6	-
Kansas _____	7	1	906	5	919	-
WEST NO. CENTRAL	6,165	4	921	35	7,125	6.2
Delaware _____	-	398	-	-	398	-
Maryland _____	1	1,484	2	2	1,489	-
Washington, DC _____	1	2	-	-	3	-
Virginia _____	-	3,262	1	2	3,265	-
West Virginia _____	-	283	-	-	283	-
North Carolina _____	4	10,095	4	3	10,106	-
South Carolina _____	2	3,021	2	2	3,027	-
Georgia _____	8	8,112	1	1	8,122	-
Florida _____	7	2,344	4	2	2,357	-
SOUTH ATLANTIC	23	29,001	14	12	29,050	25.2

State	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press	Total Qualified	Percent
Kentucky _____	16	3,305	1	2	3,324	-
Tennessee _____	3,262	3,440	6	4	6,712	-
Alabama _____	53	4,781	1	-	4,835	-
Mississippi _____	5,376	10	3	4	5,393	-
EAST SO. CENTRAL	8,707	11,536	11	10	20,264	17.6
Arkansas _____	6,798	4	5	1	6,808	-
Louisiana _____	4,400	2	9	1	4,412	-
Oklahoma _____	7	6	7,089	2	7,104	-
Texas _____	41	23	20,098	12	20,174	-
WEST SO. CENTRAL	11,246	35	27,201	16	38,498	33.4
Montana _____	1	-	-	6	7	-
Idaho _____	-	1	-	9	10	-
Wyoming _____	-	-	-	1	1	-
Colorado _____	3	1	10	14	28	-
New Mexico _____	1	1	916	3	921	-
Arizona _____	6	1	12	1,939	1,958	-
Utah _____	-	-	-	3	3	-
Nevada _____	1	-	-	2	3	-
MOUNTAIN	12	4	938	1,977	2,931	2.5
Alaska _____	-	-	-	1	1	-
Washington _____	1	3	2	11	17	-
Oregon _____	-	-	-	18	18	-
California _____	5	-	2	17,249	17,256	-
Hawaii _____	-	-	-	1	1	-
PACIFIC	6	3	4	17,280	17,293	15.0
UNITED STATES	26,200	40,600	29,100	19,346	115,246	100.0
U.S. Territories _____	-	-	-	-	-	-
Canada _____	-	-	-	-	-	-
Mexico _____	-	-	-	-	-	-
Other International _____	-	-	-	-	-	-
APO/FPO _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,200	40,600	29,100	19,346	115,246	100.0

ADDITIONAL DATA

ISSUES PER YEAR:

DELTA FARM PRESS is published weekly on Friday, except for the last week of July.

SOUTHEAST FARM PRESS is published three times a month in January - April, and two times a month May through December.

SOUTHWEST FARM PRESS is published three times a month January - March, two times April, May, September - December, and once a month June - August.

WESTERN FARM PRESS is published three times a month January - March, two times April - December.

PARAGRAPH 2:

Western Farm Press

In addition to the 12 regular issues of Western Farm Press reported, Field Crop & Vegetable issue mailed on January 15th, February 12th, and March 12th to those with reported demographics of 1+ acres of cotton or rice or alfalfa or hay or corn or vegetables or tomatoes or strawberries or have the job title of consultant/PCA, or Dealer/Distributor Equipment or Dealer/Distributor Seed/Chemical or Extension Government Agency or Educator or Other Titled and Non-Titled Personnel.

PARAGRAPH 3b:

Delta

Other sources include 2 sources of circulation for quantities of 348 copies or 1.3% to 4,132 copies or 15.8%, including MeritDirect.

Southeast

Other sources include 2 sources of circulation for quantities of 324 copies or 0.8% to 8,165 copies or 20.1%, including MeritDirect.

Southwest

Other sources include 3 sources of circulation for quantities of 459 copies or 1.6% to 5,477 copies or 18.8%, including MeritDirect.

Western

Other sources include 2 sources of circulation for quantities of 142 copies or 0.7% to 3,443 copies or 17.8%, including MeritDirect.

Combined

Other sources include 3 sources of circulation for quantities of 459 copies or 0.4% to 21,217 copies or 18.4%, including MeritDirect.

DELTA FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	102
Advertiser and Agency _____	1,486
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	62
Digital _____	-
All Other _____	744
TOTAL	2,394

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DELTA FARM PRESS						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,200	100.0	26,200	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,200	100.0	26,200	100.0	-	-

SOUTHEAST FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	29
Advertiser and Agency _____	1,002
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	78
Digital _____	-
All Other _____	752
TOTAL	1,861

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – SOUTHEAST FARM PRESS						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,600	100.0	40,600	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,600	100.0	40,600	100.0	-	-

SOUTHWEST FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	28
Advertiser and Agency _____	697
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	46
Digital _____	-
All Other _____	819
TOTAL	1,590

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – SOUTHWEST FARM PRESS						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	29,100	100.0	29,100	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,100	100.0	29,100	100.0	-	-

WESTERN FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	34
Advertiser and Agency _____	683
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	120
Digital _____	-
All Other _____	2,724
TOTAL	3,561

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – WESTERN FARM PRESS												
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid		*Field Crop & Vegetable Issue Total Qualified		*Field Crop & Vegetable Issue Qualified Non-Paid		*Field Crop & Vegetable Issue Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,409	100.0	19,409	100.0	-	-	12,115	100.0	12,115	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,409	100.0	19,409	100.0	-	-	12,115	100.0	12,115	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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5. Please specify the acreage for each of the crops at the farm or ranch with which you have involvement:

Cotton	_____ acres	Peanuts	_____ acres
Soybeans	_____ acres	Melon	_____ acres
Rice	_____ acres	Other crops	_____ acres
Wheat	_____ acres		
Corn	_____ acres		
Grain Sorghum	_____ acres		
Peanut	_____ acres		
Hay	_____ acres		
Cattfish	_____ acres		

please specify other crop above

6. Do you own/operate a cotton gin?
 CGY Yes No CGN No

7. Please indicate head count:
 Beef _____
 Hogs _____
 Dairy _____
 Horses _____
 Other Livestock _____

please specify other livestock above

8. Please indicate how many of the following you own:
 ATVs _____
 Pickup Trucks _____
 Medium Duty Trucks (1-5 ton) _____
 Heavy Duty Trucks (over 5 ton) _____
 Semi Tractors _____
 Utility Vehicles _____

9. I am active in hunting and fishing:
 HFY Yes No HFN No

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5. Please specify the acreage for each of the crops at the farm or ranch with which you have involvement:

Cotton	_____ acres	Tree Fruit	_____ acres
Soybeans	_____ acres	Citrus	_____ acres
Wheat	_____ acres	Vegetables	_____ acres
Corn	_____ acres	Tomatoes	_____ acres
Grain Sorghum	_____ acres	Strawberries	_____ acres
Peanuts	_____ acres	Hay	_____ acres
Tobacco	_____ acres	Melon	_____ acres
Peanut	_____ acres	Other crops	_____ acres
Straw Fruit	_____ acres		

please specify other crop above

6. Do you own/operate a cotton gin?
 CGY Yes No CGN No

7. Please indicate head count:
 Beef _____
 Hogs _____
 Dairy _____
 Horses _____
 Other Livestock _____

please specify other livestock above

8. Please indicate how many of the following you own:
 ATVs _____
 Pickup Trucks _____
 Medium Duty Trucks (1-5 ton) _____
 Heavy Duty Trucks (over 5 ton) _____
 Semi Tractors _____
 Utility Vehicles _____

9. I am active in hunting and fishing:
 HFY Yes No HFN No

10. Please indicate how your farming business accesses email accounts or the internet:
 01 Dial-up Telephone Access 04 Web TV Access
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 03 Satellite Access 06 I do not have access

11. Would you like to receive Southeast Farm Press Daily e-newsletter?
 01 Yes 02 No

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 Title _____
 Company Name _____
 PO Box _____
 Street Address _____
 City _____
 State _____
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 Phone (____) _____ FAX* (____) _____
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5. Please specify the acreage for each of the crops at the farm or ranch with which you have involvement:

Cotton	_____ acres	Vegetables	_____ acres
Soybeans	_____ acres	Hay	_____ acres
Rice	_____ acres	Melon	_____ acres
Wheat	_____ acres	Other crops	_____ acres
Corn	_____ acres		
Grain Sorghum	_____ acres		
Peanut	_____ acres		
Citrus	_____ acres		

please specify other crop above

6. Do you own/operate a cotton gin?
 CGY Yes No CGN No

7. Please indicate head count:
 Beef _____
 Hogs _____
 Dairy _____
 Horses _____
 Other Livestock _____

please specify other livestock above

8. Please indicate how many of the following you own:
 ATVs _____
 Pickup Trucks _____
 Medium Duty Trucks (1-5 ton) _____
 Heavy Duty Trucks (over 5 ton) _____
 Semi Tractors _____
 Utility Vehicles _____

9. I am active in hunting and fishing:
 HFY Yes No HFN No

10. Please indicate how your farming business accesses email accounts or the internet:
 01 Dial-up Telephone Access 04 Web TV Access
 02 Broadband-ADSL Access 05 Other
 03 Satellite Access 06 I do not have access

11. Would you like to receive Southwest Farm Press Daily e-newsletter?
 01 Yes 02 No

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 Title _____
 Company Name _____
 PO Box _____
 Street Address _____
 City _____
 State _____
 ZIP _____
 Phone (____) _____ FAX* (____) _____
 E-Mail** _____

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5. Please specify the acreage for each of the crops at the farm or ranch with which you have involvement:

Cotton	_____ acres	Citrus	_____ acres
Grapes	_____ acres	Vegetables	_____ acres
Rice	_____ acres	Tomatoes	_____ acres
Wheat	_____ acres	Strawberries	_____ acres
Corn	_____ acres	Hay	_____ acres
Alfalfa	_____ acres	Melon	_____ acres
Nuts	_____ acres	Lettuce	_____ acres
Stone Fruit	_____ acres	Other crops	_____ acres
Tree Fruit	_____ acres		

please specify other crop above

6. Do you own/operate a cotton gin?
 CGY Yes No CGN No

7. Please indicate head count:
 Beef _____
 Hogs _____
 Dairy _____
 Horses _____
 Other Livestock _____

please specify other livestock above

8. Please indicate how many of the following you own:
 ATVs _____
 Pickup Trucks _____
 Medium Duty Trucks (1-5 ton) _____
 Heavy Duty Trucks (over 5 ton) _____
 Semi Tractors _____
 Utility Vehicles _____

9. I am active in hunting and fishing:
 HFY Yes No HFN No

10. Please indicate how your farming business accesses email accounts or the internet:
 01 Dial-up Telephone Access 04 Web TV Access
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11. Do you wish to receive one or any of the following e-newsletters?
 01 Western Farm Press Daily
 02 Grapevine
 03 Tree Nut Newsletter

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PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Greg Frey, Vice President, Agricultural Group
 Stephanie Palo, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:
 This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 29, 2011
State	Mississippi
County	Coahoma
Received by BPA Worldwide	August 1, 2011
Type	PD
ID Number	F113S01