



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**
(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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Prism Business Media, Inc.
(See Paragraph 11)
P.O. Box 1420
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Tel. No.: (662) 624-8503
Fax No.: (662) 627-1977

Official Publication of: None
Established: 1944, 1974
Issues Per Year: 51, 28, 24, 27

FIELD SERVED

FARM PRESS serves farmers and agribusiness.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include farm owners, owner/operators, managers, consultants, dealers, government agencies, 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 the farm or ranch in which the recipient is involved. Also reported is an analysis of the total acreage in the farm or ranch in which the recipient is involved.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	(See Paragraph 11)
Advertiser and Agency _____	
Rotated or Occasional _____	
Allocated for Trade Shows and Conventions _____	
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 Paragraph 11)					
Sponsored Individually Addressed _____						
Membership Benefit _____						
Multi-Copy Same Addressee _____						
Single Copy Sales _____						
TOTAL QUALIFIED CIRCULATION						

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2007 Issue	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	*Western Farm Press	Field Crop and Vegetable Issue	Total Qualified	Number Removed	Number Added	2007 Issue	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	*Western Farm Press	Field Crop and Vegetable Issue	Total Qualified	Number Removed	Number Added
January 6 _____	27,010	47,700	33,100	21,300	-	129,110	102	102	April 7 _____	27,010	45,000	32,095	21,300	-	125,405	139	139
January 13 _____	27,010	47,700	33,100	-	13,652	121,462	34	34	April 14 _____	27,010	45,000	-	-	-	72,010	300	300
January 20 _____	27,010	45,000	32,100	21,300	-	125,410	4,142	442	April 21 _____	27,010	45,000	32,100	-	-	104,110	806	811
January 27 _____	27,010	-	-	-	-	27,010	-	-	April 28 _____	27,010	-	-	-	-	27,010	45	45
February 3 _____	27,010	-	32,100	21,300	-	80,410	153	153	May 5 _____	27,010	45,000	32,100	21,300	-	125,410	218	218
February 10 _____	27,010	45,000	32,100	-	13,416	117,526	206	206	May 12 _____	27,010	-	-	-	-	27,010	76	76
February 17 _____	27,010	45,000	32,100	21,300	-	125,410	147	147	May 19 _____	27,010	45,000	32,100	21,300	-	125,410	212	212
February 24 _____	27,010	45,000	-	-	-	72,010	24	24	May 26 _____	27,010	-	-	-	-	27,010	36	36
March 3 _____	27,010	-	32,098	21,300	-	80,408	88	86	June 2 _____	27,010	-	-	21,300	-	48,310	43	43
March 10 _____	27,010	45,000	32,098	-	13,450	117,558	-	-	June 9 _____	27,010	45,000	32,100	-	-	104,110	480	480
March 17 _____	27,010	45,000	32,095	21,300	-	125,405	151	148	June 16 _____	27,010	-	-	21,300	-	48,310	-	-
March 24 _____	27,010	45,000	-	-	-	72,010	-	-	June 23 _____	27,010	45,000	-	-	-	72,010	599	599
March 31 _____	27,010	-	-	-	-	27,010	179	179	June 30 _____	27,010	-	-	-	-	27,010	-	-
															8,180		4,480

*See Paragraph 11

Farm Press / June 2007

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR DELTA FARM PRESS MAY 11, 2007
 This issue is equal to the average of the other 25 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHEAST FARM PRESS MAY 16, 2007
 This issue is 0.8% or 360 copies below the average of the other 15 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHWEST FARM PRESS MAY 17, 2007
 This issue is 0.5% or 153 copies below the average of the other 13 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS MAY 19, 2007
 This issue is equal to 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	Southwest Farm Press	Western Farm Press	CLASSIFICATION BY TITLE							
							Owners and/or Operators	Managers	Consultant/PCAs	Dealer/Distributor Equipment	Dealer/Distributor Seed/Chemicals	Extension Government Agency	Educators	Other Titled and Non-Titled Personnel
ACREAGE UNKNOWN	1,646	1.3	679	460	242	265	42	7	100	239	335	470	208	245
1 - 99 ACRES	15,125	12.1	1,290	6,521	980	6,334	13,693	249	95	139	167	288	208	286
100 ACRES AND MORE	108,639	86.6	25,041	38,019	30,878	14,701	100,034	2,977	1,253	474	1,011	962	567	1,361
TOTAL QUALIFIED CIRCULATION	125,410	100.0	27,010	45,000	32,100	21,300	113,769	3,233	1,448	852	1,513	1,720	983	1,892

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	27,010	23,420	891	395	287	609	491	312	605
Southeast Farm Press	45,000	41,512	831	285	452	682	343	343	609
Southwest Farm Press	32,100	30,039	575	207	139	216	343	202	379
Western Farm Press	21,300	18,798	936	561	140	236	204	126	299

ADDITIONAL ANALYSIS - ACREAGE SIZE				
TOTAL FARM ACREAGE	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press
Over 5,000 Acres	2,336	1,127	2,026	1,189
2,500 - 4,999 Acres	3,301	1,829	3,062	991
1,000 - 2,499 Acres	7,654	7,919	9,005	2,899
500 - 999 Acres	5,118	8,919	7,411	2,935
250 - 499 Acres	3,431	8,764	5,321	2,807
100 - 249 Acres	3,201	9,461	4,053	3,880
1 - 99 Acres	1,290	6,521	980	6,334
Acreage Unknown	679	460	242	265
Total	27,010	45,000	32,100	21,300

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
COTTON	11,859	3,360	1,930	1,780	3,576	1,213
SOYBEANS	19,376	4,966	4,122	3,662	4,466	2,160
RICE	7,301	1,843	1,560	1,476	1,764	658
WHEAT	10,042	1,023	1,317	1,902	3,678	2,122
CORN	12,643	1,929	2,270	2,482	3,926	2,036
GRAIN SORGHUM	3,046	302	344	421	1,267	712
PECANS	1,174	25	32	38	346	733
PEANUTS	372	19	33	26	194	100
HAY	6,253	259	356	783	2,298	2,557
OTHER CROPS	3,998	419	411	514	992	1,662

Number of Respondents included in analysis = 25,542.

Southeast Farm Press Crop Type	Total Responses	1,000 Acres or More	500 - 999 Acres	250 - 499 Acres	100 - 249 Acres	1 - 99 Acres
COTTON	17,737	2,195	2,736	2,994	6,660	3,152
SOYBEANS	23,121	1,597	2,638	3,902	8,290	6,694
WHEAT	16,239	803	1,293	2,102	6,007	6,034
CORN	23,948	1,322	2,196	3,596	7,840	8,994
GRAIN SORGHUM	3,327	97	192	272	1,332	1,434
PECANS	2,636	48	68	95	391	2,034
TOBACCO	11,532	103	124	249	1,319	9,737
PEANUTS	8,897	365	579	1,167	2,820	3,966
STONE FRUIT	608	20	20	24	158	386
TREE FRUIT	1,365	34	57	41	274	959
CITRUS	539	46	36	26	184	247
VEGETABLES	6,191	171	184	265	1,059	4,512
TOMATOES	1,427	28	23	19	119	1,238
STRAWBERRIES	852	14	13	10	69	746
HAY	12,244	264	410	958	3,735	6,877
OTHER CROPS	8,091	305	450	781	1,947	4,608

Number of Respondents included in analysis = 43,614.

Southwest Farm Press Crop Type	Total Responses	1,000 Acres or More	500 - 999 Acres	250 - 499 Acres	100 - 249 Acres	1 - 99 Acres
COTTON	15,551	2,637	2,702	3,351	5,903	958
SOYBEANS	5,986	421	723	1,147	3,016	679
RICE	1,820	106	216	240	1,021	237
WHEAT	16,996	2,845	3,116	3,402	5,455	2,178
CORN	9,486	1,090	1,354	1,783	3,883	1,376
GRAIN SORGHUM	7,584	746	911	1,288	3,146	1,493
PECANS	1,580	51	53	76	497	903
PEANUTS	2,218	128	135	200	1,178	577
CITRUS	750	13	20	36	322	359
VEGETABLES	2,392	108	134	180	825	1,145
HAY	11,580	850	1,015	1,573	4,078	4,064
OTHER CROPS	4,257	645	580	675	1,092	1,265

Number of Respondents included in analysis = 30,888.

Western Farm Press Crop Type	Total Responses	1,000 Acres or More	500 - 999 Acres	250 - 499 Acres	100 - 249 Acres	1 - 99 Acres
COTTON	3,935	597	572	671	1,642	453
GRAPES	5,831	430	380	515	1,437	3,069
RICE	1,588	257	244	260	586	241
WHEAT	4,651	592	684	895	1,585	895
CORN	4,175	365	470	683	1,505	1,152
ALFALFA	4,970	597	629	803	1,687	1,254
NUTS	4,920	423	294	462	1,110	2,631
STONE FRUIT	2,204	118	99	131	444	1,412
TREE FRUIT	2,888	128	109	169	525	1,957
CITRUS	2,148	173	118	128	420	1,309
VEGETABLES	3,437	464	282	378	699	1,614
TOMATOES	1,489	240	134	182	345	588
STRAWBERRIES	511	41	26	27	119	298
HAY	2,811	357	305	341	837	971
OTHER CROPS	2,686	366	262	326	558	1,174

Number of Respondents included in analysis = 20,580.

3b. QUALIFICATION SOURCE BREAKOUT FOR COMBINED FARM PRESS ISSUES OF MAY 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	84,831	15,528	2,772			103,131	82.2
a. Written	29,766	4,856	1,025			35,647	28.4
b. Telecommunication	51,327	9,918	1,599			62,844	50.1
c. Electronic	3,738	754	148			4,640	3.7
II. TOTAL - Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. TOTAL - Association or society membership:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	2,133	178	-			2,311	1.8
a. Written	876	61	-			937	0.7
b. Telecommunication	1,101	109	-			1,210	1.0
c. Electronic	156	8	-			164	0.1
V. TOTAL - Sources other than above (listed alphabetically):	18,371	1,597	-			19,968	16.0
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenses - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	18,371	1,597	-			19,968	16.0
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	105,335	17,303	2,772			125,410	100.0
*See Paragraph 11 PERCENT	84.0	13.8	2.2			100.0	-

3b. QUALIFICATION SOURCE BREAKOUT FOR DELTA FARM PRESS ISSUE OF MAY 11, 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	21,320	2,268	120			23,708	87.7
a. Written	8,656	970	69			9,695	35.8
b. Telecommunication	11,206	1,088	38			12,332	45.7
c. Electronic	1,458	210	13			1,681	6.2
II. TOTAL - Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. TOTAL - Association or society membership:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	628	-	-			628	2.4
a. Written	284	-	-			284	1.1
b. Telecommunication	311	-	-			311	1.2
c. Electronic	33	-	-			33	0.1
V. TOTAL - Sources other than above (listed alphabetically):	2,674	-	-			2,674	9.9
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenses - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	2,674	-	-			2,674	9.9
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	24,622	2,268	120			27,010	100.0
*See Paragraph 11 PERCENT	91.2	8.4	0.4			100.0	-

3b. QUALIFICATION SOURCE BREAKOUT FOR SOUTHEAST FARM PRESS ISSUE OF MAY 16, 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient:	26,841	6,338	1,568			34,747	77.2
a. Written	10,093	2,369	642			13,104	29.1
b. Telecommunication	15,708	3,629	850			20,187	44.9
c. Electronic	1,040	340	76			1,456	3.2
II. TOTAL – Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. TOTAL – Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	553	178	-			731	1.6
a. Written	292	61	-			353	0.8
b. Telecommunication	205	109	-			314	0.7
c. Electronic	56	8	-			64	0.1
V. TOTAL – Sources other than above (listed alphabetically):	8,530	992	-			9,522	21.2
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenseses – National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	8,530	992	-			9,522	21.2
VI. TOTAL – Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	35,924	7,508	1,568			45,000	100.0
*See Paragraph 11	PERCENT	79.8	16.7	3.5		100.0	-

3b. QUALIFICATION SOURCE BREAKOUT FOR SOUTHWEST FARM PRESS ISSUE OF MAY 17, 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient:	22,068	3,979	801			26,848	83.6
a. Written	5,967	1,035	231			7,233	22.5
b. Telecommunication	15,414	2,803	525			18,742	58.4
c. Electronic	687	141	45			873	2.7
II. TOTAL – Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. TOTAL – Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	695	-	-			695	2.2
a. Written	187	-	-			187	0.6
b. Telecommunication	473	-	-			473	1.5
c. Electronic	35	-	-			35	0.1
V. TOTAL – Sources other than above (listed alphabetically):	4,557	-	-			4,557	14.2
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenseses – National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	4,557	-	-			4,557	14.2
VI. TOTAL – Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	27,320	3,979	801			32,100	100.0
*See Paragraph 11	PERCENT	85.1	12.4	2.5		100.0	-

3b. QUALIFICATION SOURCE BREAKOUT FOR WESTERN FARM PRESS ISSUE OF MAY 19, 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	14,602	2,943	283			17,828	83.7
a. Written	5,050	482	83			5,615	26.3
b. Telecommunication	8,999	2,398	186			11,583	54.4
c. Electronic	553	63	14			630	3.0
II. TOTAL - Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	257	-	-			257	1.2
a. Written	113	-	-			113	0.5
b. Telecommunication	112	-	-			112	0.5
c. Electronic	32	-	-			32	0.2
V. TOTAL - Sources other than above (listed alphabetically):	2,610	605	-			3,215	15.1
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenseses - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	2,610	605	-			3,215	15.1
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	17,469	3,548	283			21,300	100.0
*See Paragraph 11	PERCENT	82.0	16.7	1.3		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS FOR THE ISSUE OF MAY 19, 2007, SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 16, 2007, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 17, 2006, DELTA FARM PRESS FOR THE ISSUE OF MAY 11, 2007								
MAILING ADDRESS	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	26,247	44,074	31,237	20,230			121,788	97.2
Individuals by name only	11	30	19	31			91	0.1
Titles or functions only	747	860	841	1,021			3,469	2.7
Company names only	5	36	3	18			62	-
Multiple Copy Same Addressee copies	-	-	-	-			-	-
Single Copy Sales	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	27,010	45,000	32,100	21,300			125,410	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS FOR THE ISSUE OF MAY 19, 2007, SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 16, 2007, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 17, 2006, DELTA FARM PRESS FOR THE ISSUE OF MAY 11, 2007													
State & Zip Code	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press	Total Qualified	Percent	State & Zip Code	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press	Total Qualified	Percent
039-049 Maine	-	-	-	-	-	-	400-427 Kentucky	18	5	-	1	24	-
030-038 New Hampshire	-	1	-	-	1	-	370-385 Tennessee	3,359	5,629	3	1	8,992	-
050-059 Vermont	-	-	-	-	-	-	350-369 Alabama	81	4,456	1	-	4,538	-
010-027 Massachusetts	-	-	1	-	1	-	386-397 Mississippi	5,579	19	2	1	5,601	-
028-029 Rhode Island	-	-	-	1	1	-	EAST SO. CENTRAL	9,037	10,109	6	3	19,155	15.3
060-069 Connecticut	1	-	-	1	2	-	716-729 Arkansas	7,007	7	6	1	7,021	-
NEW ENGLAND	1	1	1	2	5	-	700-714 Louisiana	4,644	5	4	1	4,654	-
100-149 New York	4	2	-	1	7	-	730-749 Oklahoma	13	10	7,175	4	7,202	-
070-089 New Jersey	1	1	1	-	3	-	750-799 Texas	80	60	23,027	13	23,180	-
150-196 Pennsylvania	1	3	2	2	8	-	WEST SO. CENTRAL	11,744	82	30,212	19	42,057	33.5
MIDDLE ATLANTIC	6	6	3	3	18	-	590-599 Montana	3	-	3	5	11	-
430-459 Ohio	6	4	2	2	14	-	832-838 Idaho	-	-	3	12	15	-
460-479 Indiana	6	5	1	1	13	-	820-831 Wyoming	-	-	1	1	2	-
600-629 Illinois	23	4	6	3	36	-	800-816 Colorado	4	1	10	12	27	-
480-499 Michigan	6	5	1	1	13	-	870-884 New Mexico	-	2	1,241	9	1,252	-
530-549 Wisconsin	2	1	-	2	5	-	850-865 Arizona	6	2	20	1,656	1,684	-
EAST NO. CENTRAL	43	19	10	9	81	0.1	840-847 Utah	2	-	1	1	4	-
550-567 Minnesota	5	-	4	8	17	-	889-898 Nevada	1	-	-	8	9	-
500-528 Iowa	10	5	5	7	27	-	MOUNTAIN	16	5	1,279	1,704	3,004	2.4
630-658 Missouri	6,067	3	9	6	6,085	-	995-999 Alaska	1	-	-	1	2	-
580-588 North Dakota	2	-	1	6	9	-	980-994 Washington	1	2	2	21	26	-
570-577 South Dakota	1	1	3	2	7	-	970-979 Oregon	-	-	-	16	16	-
680-693 Nebraska	3	-	4	1	8	-	900-961 California	16	2	5	19,474	19,497	-
660-679 Kansas	5	2	538	6	551	-	967-968 Hawaii	2	-	1	2	5	-
WEST NO. CENTRAL	6,093	11	564	36	6,704	5.3	PACIFIC	20	4	8	19,514	19,546	15.6
197-199 Delaware	-	376	-	-	376	-	UNITED STATES	27,010	45,000	32,100	21,300	125,410	100.0
206-219 Maryland	3	1,444	1	1	1,449	-	969 & 004-009 U.S. Territories	-	-	-	-	-	-
200-205 Washington, DC	2	2	1	1	6	-	Canada	-	-	-	-	-	-
220-246 Virginia	1	4,540	2	2	4,545	-	Mexico	-	-	-	-	-	-
247-268 West Virginia	-	384	-	-	384	-	Other International	-	-	-	-	-	-
270-289 North Carolina	11	13,945	3	2	13,961	-	AP0/FPO	-	-	-	-	-	-
290-299 South Carolina	5	3,373	1	1	3,380	-	TOTAL QUALIFIED CIRCULATION	27,010	45,000	32,100	21,300	125,410	100.0
300-319 Georgia	17	8,512	3	1	8,533	-							
320-349 Florida	11	2,187	6	2	2,206	-							
SOUTH ATLANTIC	50	34,763	17	10	34,840	27.8							

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – DELTA FARM PRESS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	27,010	27,010	27,010	27,010	27,010
Qualified Non-Paid: _____	26,445	26,594	26,745	26,894	27,010
Qualified Paid: _____	565	416	265	116	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

***NOTE: 2007 data is unaudited.**

**NC = None Claimed.

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – SOUTHEAST FARM PRESS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	47,700	47,700	47,700	47,700	45,338
Qualified Non-Paid: _____	47,607	47,626	47,665	47,691	45,338
Qualified Paid: _____	93	74	35	9	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

***NOTE: 2007 data is unaudited.**

**NC = None claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
51	Issues Per Year - Delta Farm Press
28	Issues Per Year - Southeast Farm Press
24	Issues Per Year - Southwest Farm Press
27	Issues Per Year - Western Farm Press
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA**Company Name Change:**

Effective with the April 2007 issue, Prism Business Media, Inc. changed its name to Penton Business Media, Inc. There has been no change of ownership.

ISSUES PER YEAR:

DELTA FARM PRESS is published every Friday from January through August and four times a month the rest of the year.

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.

Effective with the January 6th issue, Western Farm Press increased its frequency from 24 to 27 times a year.

PARAGRAPH 2:**Western Farm Press**

In addition to the 12 regular issues of Western Farm Press reported, Field Crop & Vegetable issue mailed on January 13th, February 10th, and March 10th, 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 762 copy or 2.8% to 1,912 copies or 7.1%.

Southeast

Other sources include 3 sources of circulation for quantities of 810 copies or 1.8% to 7,380 copies or 16.4%, including New Century Marketing Services.

Southwest

Other sources include 2 sources of circulation for quantities of 1,830 copies or 5.7% to 2,729 copies or 8.5%.

Western

Other sources include 3 source of circulation for quantities of 281 copies or 1.3% to 2,325 or 10.9%, including New Century Marketing Services.

Combined

Other sources include 3 sources of circulation for quantities of 1,380 copies or 1.1% to 14,422 copies or 11.5%, including New Century Marketing Services.

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – SOUTHWEST FARM PRESS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	34,298	33,100	33,100	33,100	32,242
Qualified Non-Paid: _____	34,212	33,029	33,037	33,064	32,242
Qualified Paid: _____	82	71	63	36	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

***NOTE: 2007 data is unaudited.**

**NC = None claimed.

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – WESTERN FARM PRESS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	21,729	21,300	21,300	21,300	21,300
Qualified Non-Paid: _____	21,545	21,137	21,173	21,247	21,300
Qualified Paid: _____	184	163	127	53	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

***NOTE: 2007 data is unaudited.**

**NC = None claimed.

DELTA FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,647
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	54
All Other _____	1,050
TOTAL	2,751

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 _____	27,010	100.0	27,010	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,010	100.0	27,010	100.0	-	-

SOUTHEAST FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,026
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	58
All Other _____	1,023
TOTAL	2,107

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 _____	45,338	100.0	45,338	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,338	100.0	45,338	100.0	-	-

SOUTHWEST FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	797
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	33
All Other _____	946
TOTAL	1,776

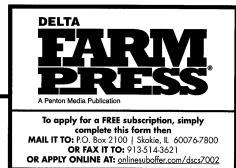
1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – SOUTHWEST FARM PRESS						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,242	100.0	32,242	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,242	100.0	32,242	100.0	-	-

WESTERN FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	693
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	38
All Other _____	3,196
TOTAL	3,927

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 _____	21,300	100.0	21,300	100.0	-	-	13,506	100.0	13,506	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,300	100.0	21,300	100.0	-	-	13,506	100.0	13,506	100.0	-	-

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

free subscription offer



Please print with a black pen.
 Print Name _____
 Title _____
 Company Name _____
 PO Box _____
 Street Address _____
 City _____
 State _____
 ZIP _____
 Phone (____) _____ FAX* (____) _____

E-Mail** @ _____ CS7001
*Your fax number is used to communicate to you. By providing your fax number, you are giving your written permission to receive subscription & other related information from Delta Farm Press that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us any time in the future.
 **For a full statement of our Subscriber Privacy Policy, visit our website at pennco.com

1. Do you wish to receive/continue to receive Delta Farm Press FREE? YES! No
 Signature required _____
 Date _____

2. If Delta Farm Press launches a digital edition in the future, would you like to receive your issues in this format rather than print?
 Y Yes N No
(If you want to receive the digital version of the magazine, we must have your email address)

3. How many total acres are at the farm or ranch with which you have involvement or consult on?
 _____ Acres

4. How would you describe your agricultural title?
 10 Farm Owner/Operator
 20 Farm Operator Only
 30 Farm Owner Only
 40 Farm Manager
 50 Farm Consultant/PCA
 70 Dealer/Distributor Equipment
 75 Dealer/Distributor Seed/Chemicals
 80 Extension/Government Agents
 90 Educators
 95 Agricultural Lender
 99 Other (Please Specify) _____

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 Other crops _____ acres
 Rice _____ acres
 Wheat _____ acres please specify other crop above
 Corn _____ acres
 Grain Sorghum _____ acres
 Pecans _____ acres
 Hay _____ acres
 Catfish _____ acres

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

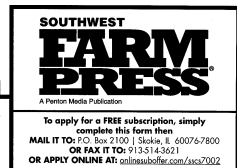
10. Please indicate how your farming business accesses email accounts or the internet:
 01 Dial-up Telephone Access
 02 Broadband-ISDN Access
 03 Satellite Access
 04 Web TV Access
 05 Other
 06 I do not have access

Allow 4 to 6 weeks for processing. Incomplete forms cannot be processed or acknowledged. The publisher reserves the right to name only those individuals who meet the publication qualifications.

IMPORTANT: To ensure you receive all your issues, please be sure to give us BOTH your PO Box AND new street address. The Post Office will no longer deliver your issues to any older addresses.

CS7001 MASTER - rev. 5/28/07

free subscription offer



Please print with a black pen.
 Print Name _____
 Title _____
 Company Name _____
 PO Box _____
 Street Address _____
 City _____
 State _____
 ZIP _____
 Phone (____) _____ FAX* (____) _____

E-Mail** @ _____ CS7001
*Your fax number is used to communicate to you. By providing your fax number, you are giving your written permission to receive subscription & other related information from Southwest Farm Press that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us any time in the future.
 **For a full statement of our Subscriber Privacy Policy, visit our website at pennco.com

1. Do you wish to receive/continue to receive Southwest Farm Press FREE? YES! No
 Signature required _____
 Date _____

2. If Southwest Farm Press launches a digital edition in the future, would you like to receive your issues in this format rather than print?
 Y Yes N No
(If you want to receive the digital version of the magazine, we must have your email address)

3. How many total acres are at the farm or ranch with which you have involvement or consult on?
 _____ Acres

4. How would you describe your agricultural title?
 10 Farm Owner/Operator
 20 Farm Operator Only
 30 Farm Owner Only
 40 Farm Manager
 50 Farm Consultant/PCA
 70 Dealer/Distributor Equipment
 75 Dealer/Distributor Seed/Chemicals
 80 Extension/Government Agents
 90 Educators
 95 Agricultural Lender
 99 Other (Please Specify) _____

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 Other crops _____ acres
 Wheat _____ acres
 Corn _____ acres please specify other crop above
 Grain Sorghum _____ acres
 Pecans _____ acres
 Peanuts _____ acres
 Citrus _____ acres

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

10. Please indicate how your farming business accesses email accounts or the internet:
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E-Mail** @ _____ CS7001
*Your fax number is used to communicate to you. By providing your fax number, you are giving your written permission to receive subscription & other related information from Southeast Farm Press that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us any time in the future.
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 20 Farm Operator Only
 30 Farm Owner Only
 40 Farm Manager
 50 Farm Consultant/PCA
 70 Dealer/Distributor Equipment
 75 Dealer/Distributor Seed/Chemicals
 80 Extension/Government Agents
 90 Educators
 95 Agricultural Lender
 99 Other (Please Specify) _____

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
 Pecans _____ acres Hay _____ acres
 Tobacco _____ acres Other crops _____ acres
 Stone Fruit _____ acres please specify other crop above

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

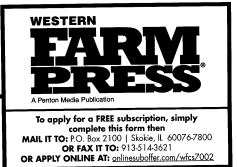
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 04 Web TV Access
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CS7001 MASTER - rev. 5/28/07

free subscription offer



Please print with a black pen.
 Print Name _____
 Title _____
 Company Name _____
 PO Box _____
 Street Address _____
 City _____
 State _____
 ZIP _____
 Phone (____) _____ FAX* (____) _____

E-Mail** @ _____ CS7001
*Your fax number is used to communicate to you. By providing your fax number, you are giving your written permission to receive subscription & other related information from Western Farm Press that may be of interest to you by fax. We will not share this information or use it for any other purpose. You may opt out of receiving faxes from us any time in the future.
 **For a full statement of our Subscriber Privacy Policy, visit our website at pennco.com

1. Do you wish to receive/continue to receive Western Farm Press FREE? YES! No
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4. How would you describe your agricultural title?
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 20 Farm Operator Only
 30 Farm Owner Only
 40 Farm Manager
 50 Farm Consultant/PCA
 70 Dealer/Distributor Equipment
 75 Dealer/Distributor Seed/Chemicals
 80 Extension/Government Agents
 90 Educators
 95 Agricultural Lender
 99 Other (Please Specify) _____

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 Other crops _____ acres
 Nuts _____ acres please specify other crop above
 Stone Fruit _____ acres
 Tree Fruit _____ acres

6. Do you own/operate a cotton gin?
 CGY Yes 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:
 Pickup Trucks _____
 Medium Duty Trucks (1-5 ton) _____
 Heavy Duty Trucks (over 5 ton) _____
 Semi Tractors _____
 Utility Vehicles _____

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CS7001 MASTER - rev. 5/28/07

PUBLISHER'S AFFIDAVIT

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

Greg Frey, Group Publisher
 Amanda Huwe, Sr. Audience Marketing 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 10, 2007
 State Mississippi
 County Coahoma
 Received by BPA Worldwide July 10, 2007
 Type PD
 ID Number F113S017