



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**
(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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Official Publication of: None
Established: 1944, 1974
Issues Per Year: 51, 28, 24, 27
(See Paragraph 9)

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 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 Paragraph 9)
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 Paragraph 9)					
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																	
2009 Issue	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	*Western Farm Press	Field Crop and Vegetable Issue	Total Qualified	Number Removed	Number Added	2009 Issue	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	*Western Farm Press	Field Crop and Vegetable Issue	Total Qualified	Number Removed	Number Added
July 4 _____	27,010	45,000	32,100	21,300	-	125,410	98	98	October 10 __	27,010	45,000	-	-	-	72,010	-	-
July 11 _____	27,010	-	-	-	-	27,010	-	-	October 17 __	27,010	-	32,100	21,300	-	80,410	-	-
July 18 _____	27,010	45,000	-	21,300	-	93,310	47	47	October 24 __	27,010	45,000	-	-	-	72,010	3626	3626
July 25 _____	27,010	-	-	-	-	27,010	-	-	October 31 __	27,010	-	-	-	-	27,010	-	-
August 1 _____	-	-	-	21,300	-	21,300	-	-	November 7 __	27,010	45,000	32,100	21,300	-	125,410	-	-
August 8 _____	27,010	45,000	32,100	-	-	104,110	43	43	November 14 __	27,010	-	-	-	-	27,010	132	132
August 15 _____	27,010	-	-	21,300	-	48,310	49	49	November 21 __	27,010	45,000	32,100	21,300	-	125,410	18,000	18,000
August 22 _____	27,010	45,000	-	-	-	72,010	137	137	November 28 __	27,010	-	-	-	-	27,010	2,956	2,956
August 29 _____	27,010	-	-	-	-	27,010	-	-	December 5 __	27,010	45,000	32,100	21,300	-	125,410	-	-
September 5 _____	27,010	45,000	32,100	21,300	-	125,410	9	9	December 12 __	27,010	-	-	-	-	27,010	3	3
September 12 _____	27,010	-	-	-	-	27,010	-	-	December 19 __	27,010	45,000	32,100	21,300	-	125,410	37	37
September 19 _____	27,010	45,000	32,100	-	13,630	117,740	379	379	December 26 __	27,010	-	-	-	-	27,010	6	6
September 26 _____	27,010	-	-	-	-	27,010	28	28									
October 3 _____	27,010	-	32,100	21,300	-	80,410	533	533									
																26,083	26,083

*See Paragraph 9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR DELTA FARM PRESS NOVEMBER 27, 2009
 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 NOVEMBER 18, 2009
 This issue is equal to the average of the other 11 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHWEST FARM PRESS NOVEMBER 19, 2009
 This issue is equal to the average of the other 9 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS NOVEMBER 21, 2009
 This issue is equal to the average of the other 10 issues reported in Paragraph two.

TOTAL FARM ACREAGE	TOTAL QUALIFIED	PERCENT OF TOTAL	Delta Farm Press	Southeast Farm Press
ACREAGE UNKNOWN _____	1,049	0.8	177	225
1 - 99 ACRES _____	22,400	17.9	2,820	9,336
100 ACRES AND MORE _____	101,961	81.3	24,013	35,439
TOTAL QUALIFIED CIRCULATION	125,410	100.0	27,010	45,000

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	23,719	989	449	199	525	426	171	532
Southeast Farm Press _____	45,000	40,894	1,590	393	204	422	666	257	574
Southwest Farm Press _____	32,100	30,167	519	279	119	217	348	157	294
Western Farm Press _____	21,300	18,549	1,013	636	163	231	212	159	337

TOTAL FARM ACREAGE	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press
Over 5,000 Acres _____	2,576	1,291	2,360	1,297
2,500 - 4,999 Acres _____	3,309	1,938	3,360	874
1,000 - 2,499 Acres _____	6,609	6,422	7,791	2,328
500 - 999 Acres _____	4,466	7,084	5,826	2,250
250 - 499 Acres _____	3,524	7,954	4,659	2,507
100 - 249 Acres _____	3,529	10,750	5,146	4,111
1 - 99 Acres _____	2,820	9,336	2,690	7,554
Acreege Unknown _____	177	225	268	379
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 _____	12,373	2,534	1,679	1,698	3,163	3,299
SOYBEANS _____	19,852	5,868	3,800	3,441	4,069	2,674
RICE _____	6,731	1,905	1,349	1,219	1,509	749
WHEAT _____	11,710	1,282	1,682	2,129	3,884	2,733
CORN _____	13,382	2,558	2,344	2,429	3,486	2,565
GRAIN SORGHUM _____	2,581	311	285	419	881	685
PECANS _____	781	26	18	36	94	607
PEANUTS _____	307	34	33	33	56	151
HAY _____	5,091	216	270	614	1,834	2,157
OTHER CROPS _____	2,753	337	256	390	636	1,134

Number of Respondents included in analysis = 26,138

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 _____	15,733	1,424	1,566	2,198	4,190	6,355
SOYBEANS _____	23,833	2,190	2,643	3,745	6,528	8,727
WHEAT _____	15,028	858	1,179	2,023	4,475	6,493
CORN _____	23,120	1,654	2,018	3,100	6,415	9,933
GRAIN SORGHUM _____	2,045	79	82	128	461	1,295
PECANS _____	2,147	42	35	40	123	1,907
TOBACCO _____	5,451	95	97	197	925	4,137
PEANUTS _____	8,284	399	554	965	2,293	4,073
STONE FRUIT _____	372	16	10	10	39	297
TREE FRUIT _____	822	19	20	20	63	700
CITRUS _____	473	39	10	13	34	377
VEGETABLES _____	6,441	184	148	174	497	5,438
TOMATOES _____	1,361	30	17	19	56	1,239
STRAWBERRIES _____	701	9	6	2	25	659
HAY _____	11,615	246	378	978	3,359	6,654
OTHER CROPS _____	4,024	230	248	438	1,081	2,027

Number of Respondents included in analysis = 43,416

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 _____	14,910	2,562	2,206	2,432	4,380	3,330
SOYBEANS _____	4,289	404	546	669	1,308	1,362
RICE _____	782	115	124	119	188	236
WHEAT _____	16,735	3,275	2,937	3,239	4,034	3,250
CORN _____	8,267	1,375	1,238	1,402	2,111	2,141
GRAIN SORGHUM _____	9,202	915	1,131	1,596	2,721	2,839
PECANS _____	1,319	63	43	53	166	994
PEANUTS _____	1,477	121	113	220	430	593
CITRUS _____	322	14	13	4	22	269
VEGETABLES _____	1,887	80	69	103	239	1,396
HAY _____	10,296	582	719	1,343	3,431	4,221
OTHER CROPS _____	2,988	392	369	471	804	952

Number of Respondents included in analysis = 31,163

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 _____	2,277	389	269	315	677	627
GRAPES _____	4,103	358	226	296	693	2,530
RICE _____	1,406	220	275	293	307	311
WHEAT _____	4,228	523	505	736	1,482	982
CORN _____	4,455	338	414	636	1,279	1,788
ALFALFA _____	4,802	759	621	725	1,254	1,443
NUTS _____	4,945	441	323	460	981	2,740
STONE FRUIT _____	1,720	112	79	99	261	1,169
TREE FRUIT _____	2,265	94	84	114	297	1,676
CITRUS _____	1,452	152	59	75	206	960
VEGETABLES _____	2,773	437	249	295	527	1,265
TOMATOES _____	1,176	224	126	160	210	456
STRAWBERRIES _____	311	36	23	17	40	195
HAY _____	2,268	295	257	333	584	799
OTHER CROPS _____	1,664	239	168	203	351	703

Number of Respondents included in analysis = 20,328

		CLASSIFICATION BY TITLE							
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
268	379	44	2	84	147	189	264	143	176
2,690	7,554	20,378	742	164	134	188	319	185	290
29,142	13,367	92,907	3,367	1,509	404	1,018	1,069	416	1,271
32,100	21,300	113,329	4,111	1,757	685	1,395	1,652	744	1,737

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR COMBINED FARM PRESS ISSUE NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request _____	67,719	19,285	10,732			97,736	77.9
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	2,508	131	-			2,639	2.1
V. TOTAL - Sources other than above (listed alphabetically): _____	21,703	3,332	-			25,035	20.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	21,703	3,332	-			25,035	20.0
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	91,930	22,748	10,732			125,410	100.0
PERCENT	73.3	18.1	8.6			100.0	

*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DELTA FARM PRESS ISSUE OF NOVEMBER 27, 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request _____	18,567	2,476	816			21,859	81.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	387	-	-			387	1.4
V. TOTAL - Sources other than above (listed alphabetically): _____	3,203	1,561	-			4,764	17.6
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,203	1,561	-			4,764	17.6
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	22,157	4,037	816			27,010	100.0
PERCENT	82.1	14.9	3.0			100.0	

*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHEAST FARM PRESS ISSUE OF NOVEMBER 18, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	22,090	7,639	4,749			34,478	76.6
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	1,348	131	-			1,479	3.3
V. TOTAL - Sources other than above (listed alphabetically): _____	9,043	-	-			9,043	20.1
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	9,043	-	-			9,043	20.1
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	32,481	7,770	4,749			45,000	100.0
PERCENT	72.1	17.3	10.6			100.0	

*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHWEST FARM PRESS ISSUE OF NOVEMBER 19, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	15,532	5,818	3,125			24,475	76.2
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	418	-	-			418	1.3
V. TOTAL - Sources other than above (listed alphabetically): _____	6,184	1,023	-			7,207	22.5
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	6,184	1,023	-			7,207	22.5
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	22,134	6,841	3,125			32,100	100.0
PERCENT	69.0	21.3	9.7			100.0	

*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS ISSUE OF NOVEMBER 21, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	11,530	3,352	2,042			16,924	79.4
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	355	-	-			355	1.7
V. TOTAL - Sources other than above (listed alphabetically): _____	3,273	748	-			4,021	18.9
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,273	748	-			4,021	18.9
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,158	4,100	2,042			21,300	100.0
PERCENT	71.2	19.2	9.6			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS FOR THE ISSUE OF NOVEMBER 21, 2009, SOUTHEAST FARM PRESS FOR THE ISSUE OF NOVEMBER 18, 2009, SOUTHWEST FARM PRESS FOR THE ISSUE OF NOVEMBER 19, 2009, DELTA FARM PRESS FOR THE ISSUE OF NOVEMBER 27, 2009

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 _____	26,606	44,854	31,994	20,859			124,313	99.1
Individuals by name only _____	128	78	33	34			273	0.2
Titles or functions only _____	276	68	73	407			824	0.7
Company names only _____	-	-	-	-			-	-
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 NOVEMBER 21, 2009, SOUTHEAST FARM PRESS FOR THE ISSUE OF NOVEMBER 18, 2009, SOUTHWEST FARM PRESS FOR THE ISSUE OF NOVEMBER 19, 2009, DELTA FARM PRESS FOR THE ISSUE OF NOVEMBER 27, 2009

State & Zip Code	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press	Total Qualified	Percent
039-049 Maine _____	-	-	-	-	-	-
030-038 New Hampshire _____	-	1	-	-	1	-
050-059 Vermont _____	-	-	-	-	-	-
010-027 Massachusetts _____	-	1	1	-	2	-
028-029 Rhode Island _____	-	-	-	-	-	-
060-069 Connecticut _____	2	-	-	1	3	-
NEW ENGLAND	2	2	1	1	6	-
100-149 New York _____	4	2	-	1	7	-
070-089 New Jersey _____	1	1	-	-	2	-
150-196 Pennsylvania _____	1	3	-	1	5	-
MIDDLE ATLANTIC	6	6	-	2	14	-
430-459 Ohio _____	5	4	3	3	15	-
460-479 Indiana _____	3	1	2	1	7	-
600-629 Illinois _____	21	1	3	5	30	-
480-499 Michigan _____	5	2	2	4	13	-
530-549 Wisconsin _____	2	-	-	2	4	-
EAST NO. CENTRAL	36	8	10	15	69	0.1
550-567 Minnesota _____	1	-	4	11	16	-
500-528 Iowa _____	6	3	5	7	21	-
630-658 Missouri _____	5,504	2	3	8	5,517	-
580-588 North Dakota _____	-	-	1	4	5	-
570-577 South Dakota _____	-	-	1	6	7	-
680-693 Nebraska _____	3	-	3	3	9	-
660-679 Kansas _____	6	1	1,114	7	1,128	-
WEST NO. CENTRAL	5,520	6	1,131	46	6,703	5.3
197-199 Delaware _____	-	391	1	-	392	-
206-219 Maryland _____	3	1,463	1	3	1,470	-
200-205 Washington, DC _____	1	3	-	-	4	-
220-246 Virginia _____	-	4,011	2	3	4,016	-
247-268 West Virginia _____	-	311	-	-	311	-
270-289 North Carolina _____	10	12,477	3	4	12,494	-
290-299 South Carolina _____	5	3,343	2	1	3,351	-
300-319 Georgia _____	8	8,921	1	-	8,930	-
320-349 Florida _____	8	2,263	1	1	2,273	-
SOUTH ATLANTIC	35	33,183	11	12	33,241	26.5
400-427 Kentucky _____	12	2,779	-	2	2,793	-
370-385 Tennessee _____	4,525	4,095	2	2	8,624	-
350-369 Alabama _____	66	4,861	1	-	4,928	-
386-397 Mississippi _____	5,186	11	5	2	5,204	-
EAST SO. CENTRAL	9,789	11,746	8	6	21,549	17.2
716-729 Arkansas _____	7,413	5	6	1	7,425	-
700-714 Louisiana _____	4,128	2	7	-	4,137	-
730-749 Oklahoma _____	7	6	7,064	2	7,079	-
750-799 Texas _____	53	27	22,609	10	22,699	-
WEST SO. CENTRAL	11,601	40	29,686	13	41,340	32.9
590-599 Montana _____	1	-	1	8	10	-
832-838 Idaho _____	1	-	-	9	10	-
820-831 Wyoming _____	-	-	-	1	1	-
800-816 Colorado _____	3	2	10	11	26	-
870-884 New Mexico _____	2	1	1,226	5	1,234	-
850-865 Arizona _____	4	1	12	2,170	2,187	-
840-847 Utah _____	1	-	-	3	4	-
889-898 Nevada _____	-	-	1	3	4	-
MOUNTAIN	12	4	1,250	2,210	3,476	2.8
995-999 Alaska _____	-	-	-	1	1	-
980-994 Washington _____	1	3	-	11	15	-
970-979 Oregon _____	-	-	-	16	16	-
900-961 California _____	8	2	3	18,965	18,978	-
967-968 Hawaii _____	-	-	-	2	2	-
PACIFIC	9	5	3	18,995	19,012	15.2
UNITED STATES	27,010	45,000	32,100	21,300	125,410	100.0
969 & 004-009 U.S. Territories _____	-	-	-	-	-	-
Canada _____	-	-	-	-	-	-
Mexico _____	-	-	-	-	-	-
Other International _____	-	-	-	-	-	-
APO/FPO _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,010	45,000	32,100	21,300	125,410	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – DELTA FARM PRESS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified:	27,010	27,010	27,010	27,010	27,010	27,010
Qualified Non-Paid: __	26,894	27,010	27,010	27,010	27,010	27,010
Qualified Paid: _____	116	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – SOUTHEAST FARM PRESS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified:	47,700	45,193	45,000	45,000	45,000	45,000
Qualified Non-Paid: __	47,691	45,193	45,000	45,000	45,000	45,000
Qualified Paid: _____	9	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – SOUTHWEST FARM PRESS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified:	33,100	32,183	32,100	32,100	32,100	32,100
Qualified Non-Paid: __	33,064	32,183	32,100	32,100	32,100	32,100
Qualified Paid: _____	36	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS – WESTERN FARM PRESS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified:	21,300	21,300	21,300	21,300	21,286	21,300
Qualified Non-Paid: __	21,247	21,300	21,300	21,300	21,286	21,300
Qualified Paid: _____	53	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. 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)

9. ADDITIONAL DATA

ISSUES PER YEAR:

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

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 11 regular issues of Western Farm Press reported, Field Crop & Vegetable issue mailed on September 19th, 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 541 copies or 2.0% to 4,223 copies or 15.6%, including New Century Marketing Services.

Southeast

Other sources include 2 sources of circulation for quantities of 792 copies or 1.8% to 8,251 copies or 18.3%, including New Century Marketing Services.

Southwest

Other sources include 2 sources of circulation for quantities of 1,205 copies or 3.8% to 6,002 copies or 18.7%, including New Century Marketing Services.

Western

Other sources include 2 source of circulation for quantities of 147 copies or 0.7% to 3,874 or 18.2%, including New Century Marketing Services.

Combined

Other sources include 2 sources of circulation for quantities of 2,685 copies or 2.1% to 22,350 copies or 17.9%, including New Century Marketing Services.

DELTA FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,438
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	11
Digital _____	-
All Other _____	871
TOTAL	2,320

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 _____	904
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	116
Digital _____	-
All Other _____	1,152
TOTAL	2,172

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 _____	45,000	100.0	45,000	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,000	100.0	45,000	100.0	-	-

SOUTHWEST FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	737
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	69
Digital _____	-
All Other _____	856
TOTAL	1,662

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 _____	32,100	100.0	32,100	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,100	100.0	32,100	100.0	-	-

WESTERN FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	671
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	65
Digital _____	-
All Other _____	2,807
TOTAL	3,543

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	-	-	13,630	100.0	13,630	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	-	-	13,630	100.0	13,630	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** _____
*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 deltaoffer.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
 Cashew _____ 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-SDN Access
 03 Satellite Access
 04 Web TV Access
 05 Other
 06 I do not have access
If you do not have access, incomplete forms cannot be processed or acknowledged. The publisher reserves the right to serve 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. 5/2007

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*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 swcoffer.com.

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

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 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 HW _____ acres
 Rice _____ acres Other crops _____ acres
 Wheat _____ acres
 Corn _____ acres please specify other crop above
 Grain Sorghum _____ 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

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 Company Name _____
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 Street Address _____
 City _____
 State _____
 ZIP _____
 Phone (____) _____ FAX* (____) _____

E-Mail** _____
*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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(If you want to receive the digital version of the magazine, we must have your email address)

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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 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
 Pearls/IR _____ acres please specify other crop above
 Stone 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:
 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

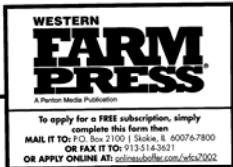
10. Please indicate how your farming business accesses email accounts or the internet:
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Please print with a black pen.
 Print Name _____
 Title _____
 Company Name _____
 PO Box _____
 Street Address _____
 City _____
 State _____
 ZIP _____
 Phone (____) _____ FAX* (____) _____

E-Mail** _____
*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.
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 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 HW _____ 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) _____
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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
 Amanda Huwe, Sr. 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 January 29, 2010
 State Mississippi
 County Coahoma
 Received by BPA Worldwide January 29, 2010
 Type PD
 ID Number F113SOD9