



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**
(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.

No. NEC/06-08

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A Penton Media Publication
P.O. Box 1420
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Tel.: (662) 624-8503
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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 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 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																	
2008 Issue	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	*Western Farm Press	Field Crop and Vegetable Issue	Total Qualified	Number Removed	Number Added	2008 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 5 _____	27,010	45,000	32,100	21,300	-	125,410	32	32	April 12 _____	27,010	-	-	-	-	27,010	-	-
January 12 _____	27,010	45,000	32,100	-	13,249	117,359	45	45	April 19 _____	27,010	45,000	32,100	21,300	-	125,410	447	447
January 19 _____	27,010	45,000	32,100	21,300	-	125,410	-	-	April 26 _____	27,010	-	-	-	-	27,010	-	-
January 16 _____	27,010	-	-	-	-	27,010	46	46	May 3 _____	27,010	-	32,100	21,300	-	80,410	475	475
February 2 _____	27,010	-	-	21,300	-	48,310	8	8	May 10 _____	27,010	45,000	-	-	-	72,010	-	-
February 9 _____	27,010	45,000	32,100	-	13,257	117,367	157	157	May 17 _____	27,010	-	32,100	21,300	-	80,410	27	27
February 16 _____	27,010	45,000	32,100	21,300	-	125,410	10	10	May 24 _____	27,010	45,000	-	-	-	72,010	49	49
February 23 _____	27,010	45,000	32,100	-	-	104,110	360	360	May 31 _____	27,010	-	-	-	-	27,010	65	65
March 1 _____	27,010	-	-	21,300	-	48,310	67	67	June 7 _____	27,010	45,000	32,100	21,300	-	125,410	62	62
March 8 _____	27,010	45,000	32,100	-	13,262	117,372	185	185	June 14 _____	27,010	-	-	-	-	27,010	582	582
March 15 _____	27,010	45,000	32,100	21,300	-	125,410	1,711	1,711	June 21 _____	27,010	45,000	-	21,300	-	93,310	40	40
March 22 _____	27,010	45,000	32,100	-	-	104,110	36	36	June 28 _____	27,010	-	-	-	-	27,010	59	59
March 29 _____	27,010	-	-	-	-	27,010	-	-									
April 5 _____	27,010	45,000	32,100	21,300	-	125,410	1,356	1,356								5,819	5,819

*See Paragraph 11

Farm Press / June 2008

3b. QUALIFICATION SOURCE BREAKOUT FOR SOUTHEAST FARM PRESS ISSUE OF MAY 21, 2008							
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:	22,794	9,601	1,071			33,466	74.4
a. Written	8,484	2,236	480			11,200	24.9
b. Telecommunication	13,145	7,100	542			20,787	46.2
c. Electronic	1,165	265	49			1,479	3.3
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):	923	153	-			1,076	2.4
a. Written	590	64	-			654	1.5
b. Telecommunication	248	80	-			328	0.7
c. Electronic	85	9	-			94	0.2
V. TOTAL – Sources other than above (listed alphabetically):	8,683	1,343	432			10,458	23.2
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	8,683	1,343	432			10,458	23.2
VI. TOTAL – Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	32,400	11,097	1,503			45,000	100.0
*See Paragraph 11	PERCENT	72.0	24.7	3.3		100.0	-

3b. QUALIFICATION SOURCE BREAKOUT FOR SOUTHWEST FARM PRESS ISSUE OF MAY 1, 2008							
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:	18,441	5,957	993			25,391	79.1
a. Written	5,636	997	213			6,846	21.3
b. Telecommunication	11,962	4,805	751			17,518	54.6
c. Electronic	843	155	29			1,027	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):	607	24	-			631	2.0
a. Written	349	6	-			355	1.1
b. Telecommunication	214	17	-			231	0.7
c. Electronic	44	1	-			45	0.2
V. TOTAL – Sources other than above (listed alphabetically):	5,648	430	-			6,078	18.9
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	5,648	430	-			6,078	18.9
VI. TOTAL – Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	24,696	6,411	993			32,100	100.0
*See Paragraph 11	PERCENT	76.9	20.0	3.1		100.0	-

3b. QUALIFICATION SOURCE BREAKOUT FOR WESTERN FARM PRESS ISSUE OF MAY 3, 2008							
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:	13,542	3,740	495			17,777	83.5
a. Written	4,106	882	71			5,059	23.8
b. Telecommunication	8,853	2,753	407			12,013	56.4
c. Electronic	583	105	17			705	3.3
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):	278	-	-			278	1.3
a. Written	183	-	-			183	0.8
b. Telecommunication	38	-	-			38	0.2
c. Electronic	57	-	-			57	0.3
V. TOTAL - Sources other than above (listed alphabetically):	2,650	595	-			3,245	15.2
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	2,650	595	-			3,245	15.2
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	16,470	4,335	495			21,300	100.0
*See Paragraph 11	PERCENT	77.3	20.4	2.3		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS FOR THE ISSUE OF MAY 3, 2008, SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 21, 2008, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 1, 2008, DELTA FARM PRESS FOR THE ISSUE OF MAY 30, 2008								
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	25,669	44,016	31,069	20,341			121,095	96.6
Individuals by name only	-	-	-	-			-	-
Titles or functions only	1,341	984	1,031	959			4,315	3.4
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 MAY 3, 2008, SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 21, 2008, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 1, 2008, DELTA FARM PRESS FOR THE ISSUE OF MAY 30, 2008													
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	15	1,411	-	1	1,427	
030-038 New Hampshire	-	1	-	-	1	-	370-385 Tennessee	3,452	5,226	2	2	8,682	
050-059 Vermont	-	-	-	-	-	-	350-369 Alabama	78	4,686	-	-	4,764	
010-027 Massachusetts	-	1	-	-	1	-	386-397 Mississippi	5,532	11	3	3	5,549	
028-029 Rhode Island	-	-	-	-	-	-	EAST SO. CENTRAL	9,077	11,334	5	6	20,422	16.3
060-069 Connecticut	1	-	-	1	2	-	716-729 Arkansas	7,824	5	10	-	7,839	
NEW ENGLAND	1	2	-	1	4	-	700-714 Louisiana	4,455	4	6	1	4,466	
100-149 New York	3	2	1	1	7	-	730-749 Oklahoma	7	7	7,028	3	7,045	
070-089 New Jersey	-	2	1	-	3	-	750-799 Texas	73	34	23,073	20	23,200	
150-196 Pennsylvania	-	2	1	1	4	-	WEST SO. CENTRAL	12,359	50	30,117	24	42,550	33.9
MIDDLE ATLANTIC	3	6	3	2	14	-	590-599 Montana	1	-	2	8	11	
430-459 Ohio	6	3	3	3	15	-	832-838 Idaho	-	-	1	8	9	
460-479 Indiana	8	2	1	2	13	-	820-831 Wyoming	-	-	2	2	4	
600-629 Illinois	18	1	4	4	27	-	800-816 Colorado	4	1	11	4	20	
480-499 Michigan	5	2	1	3	11	-	870-884 New Mexico	2	1	1,280	10	1,293	
530-549 Wisconsin	2	-	-	2	4	-	850-865 Arizona	4	1	20	1,731	1,756	
EAST NO. CENTRAL	39	8	9	14	70	0.1	840-847 Utah	1	-	-	2	3	
550-567 Minnesota	6	1	3	9	19	-	889-898 Nevada	1	-	-	5	6	
500-528 Iowa	10	2	9	8	29	-	MOUNTAIN	13	3	1,316	1,770	3,102	2.5
630-658 Missouri	5,443	2	5	8	5,458	-	995-999 Alaska	1	-	-	1	2	
580-588 North Dakota	1	-	2	3	6	-	980-994 Washington	1	2	-	17	20	
570-577 South Dakota	-	-	2	7	9	-	970-979 Oregon	1	-	-	18	19	
680-693 Nebraska	6	-	2	-	8	-	900-961 California	11	2	5	19,387	19,405	
660-679 Kansas	3	1	609	5	618	-	967-968 Hawaii	1	-	-	4	5	
WEST NO. CENTRAL	5,469	6	632	40	6,147	4.9	PACIFIC	15	4	5	19,427	19,451	15.5
197-199 Delaware	-	245	-	-	245	-	UNITED STATES	27,010	45,000	32,100	21,300	125,410	100.0
206-219 Maryland	3	1,319	1	1	1,324	-	969 & 004-009 U.S. Territories	-	-	-	-	-	
200-205 Washington, DC	1	2	-	-	3	-	Canada	-	-	-	-	-	
220-246 Virginia	1	4,002	2	5	4,010	-	Mexico	-	-	-	-	-	
247-268 West Virginia	-	354	-	-	354	-	Other International	-	-	-	-	-	
270-289 North Carolina	8	13,636	2	2	13,648	-	APO/FPO	-	-	-	-	-	
290-299 South Carolina	4	3,166	2	1	3,173	-	TOTAL QUALIFIED CIRCULATION	27,010	45,000	32,100	21,300	125,410	100.0
300-319 Georgia	10	8,775	3	5	8,793	-							
320-349 Florida	7	2,088	3	2	2,100	-							
SOUTH ATLANTIC	34	33,587	13	16	33,650	26.8							

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS - DELTA FARM PRESS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified:	27,010	27,010	27,010	27,010	27,010
Qualified Non-Paid: _____	26,594	26,745	26,894	27,010	27,010
Qualified Paid: _____	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: 2008 data is unaudited.**

**NC = None Claimed.

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS - SOUTHWEST FARM PRESS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified:	33,100	33,100	33,100	32,183	32,100
Qualified Non-Paid: _____	33,029	33,037	33,064	32,183	32,100
Qualified Paid: _____	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 - SOUTHEAST FARM PRESS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified:	47,700	47,700	47,700	45,193	45,000
Qualified Non-Paid: _____	47,626	47,665	47,691	45,193	45,000
Qualified Paid: _____	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: 2008 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	Circulation Claim	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified:	21,300	21,300	21,300	21,300	21,300
Qualified Non-Paid: _____	21,137	21,173	21,247	21,300	21,300
Qualified Paid: _____	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: 2008 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

ISSUES PER YEAR:

DELTA FARM PRESS is published weekly on Friday, January through August, and four times monthly September through December.

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 12th, February 9th, and March 8th, 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 919 copy or 3.4% to 2,940 copies or 10.9%, including New Century Marketing Services.

Southeast

Other sources include 3 sources of circulation for quantities of 354 copies or 0.8% to 8,298 copies or 18.4%, including New Century Marketing Services.

Southwest

Other sources include 2 sources of circulation for quantities of 810 copies or 2.5% to 5,268 copies or 16.4%, including New Century Marketing Services.

Western

Other sources include 3 source of circulation for quantities of 153 copies or 0.7% to 2,796 or 13.1%, including New Century Marketing Services.

Combined

Other sources include 3 sources of circulation for quantities of 507 copies or 0.4% to 19,302 copies or 15.4%, including New Century Marketing Services.

DELTA FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	144
Advertiser and Agency _____	1,680
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	68
All Other _____	773
TOTAL	2,665

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 _____	36
Advertiser and Agency _____	1,061
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	53
All Other _____	1,129
TOTAL	2,279

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 _____	26
Advertiser and Agency _____	823
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	78
All Other _____	872
TOTAL	1,799

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 _____	60
Advertiser and Agency _____	729
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	100
All Other _____	3,050
TOTAL	3,939

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	-	-	13,256	100.0	13,256	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-	-	-	-	-	60	0.3
Single Copy Sales _____	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,300	100.0	21,300	100.0	-	-	13,256	100.0	13,256	100.0	60	0.3

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

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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
 Cattle/Sheep _____ 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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 02 Broadband-ISDN Access
 03 Satellite Access
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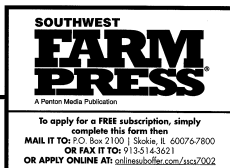
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 Cotton _____ acres Vegetables _____ acres
 Soybeans _____ acres Hay _____ acres
 Rice _____ acres Other crops _____ acres
 Wheat _____ acres
 Corn _____ acres please specify other crop above
 Grain Sorghum _____ acres
 Pecans _____ acres
 Peanuts _____ 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 _____

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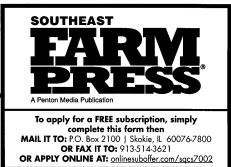
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 75 Dealer/Distributor Seed/Chemicals
 80 Extension/Government Agents
 90 Educators
 95 Agricultural Lender
 99 Other (Please Specify) _____

5. Please specify the acreage for each of the crops at the farm or ranch with which you have involvement:
 Cotton _____ acres 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
 Peanuts _____ acres please specify other crop above

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

7. Please indicate head count:
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 Hogs _____
 Dairy _____
 Horses _____
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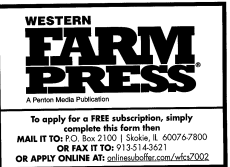
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 90 Educators
 95 Agricultural Lender
 99 Other (Please Specify) _____

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

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PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
 Forrest Laws, Associate 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 23, 2008
 State Mississippi
 County Coahoma
 Received by BPA Worldwide July 23, 2008
 Type PD
 ID Number F113S0J8

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR DELTA FARM PRESS MAY 30, 2008
 This issue is equal to the average of the other 25 issues reported in Paragraph two.
BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHWEST FARM PRESS MAY 21, 2008
 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 MAY 1, 2008
 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 MAY 3, 2008
 This issue is equal to the average of the other 11 issues reported in Paragraph two.

ACREAGE UNKNOWN	CLASSIFICATION BY TITLE															
	Owners and/or Operator	Managers	Consultant/PCAs	Dealer/Distributor Equipment	Western Farm Press	Southwest Farm Press	Southeast Farm Press	Delta Farm Press	Other Titled and Non-Titled Personnel	Extension Government Agency	Dealer/Distributor Seed/Chemicals	Other Titled and Non-Titled Personnel				
1 - 99 Acres	23,482	928	476	272	372	483	448	822	150	5	196	311	508	360	253	342
100 Acres and More	41,722	816	271	275	6,588	1,026	6,084	1,269	13,718	246	105	119	258	127	174	220
	30,290	515	236	107	14,340	30,591	38,468	24,919	100,346	2,955	1,297	376	874	849	449	1,172
	18,720	947	615	152	21,300	32,100	45,000	27,010	114,214	3,206	1,598	806	1,640	1,336	876	1,734
TOTAL QUALIFIED CIRCULATION					125,410	100.0	45,000	27,010	114,214	3,206	1,598	806	1,640	1,336	876	1,734

Edition	Classification by Title										
	Owners and/or Operator	Managers	Consultant/PCAs	Dealer/Distributor Equipment	Western Farm Press	Southwest Farm Press	Southeast Farm Press	Delta Farm Press	Other Titled and Non-Titled Personnel	Extension Government Agency	Dealer/Distributor Seed/Chemicals
Delta Farm Press	27,010	928	476	272	1,190	2,044	483	822	642	473	507
Southeast Farm Press	45,000	816	271	275	962	3,150	6,084	1,269	479	649	438
Southwest Farm Press	32,100	515	236	107	2,694	8,237	171	1,269	302	322	171
Western Farm Press	21,300	947	615	152	2,999	9,310	157	24,919	311	196	220
TOTAL QUALIFIED CIRCULATION					11,950	13,641	100.0	27,010	1,734	1,734	1,734

ADDITIONAL ANALYSIS - ACREAGE SIZE

TOTAL FARM ACREAGE	Delta Farm Press	Southwest Farm Press	Western Farm Press
Over 5,000 Acres	2,316	1,111	1,190
2,500 - 4,999 Acres	3,315	1,802	962
1,000 - 2,499 Acres	7,230	8,082	2,694
500 - 999 Acres	4,997	9,310	2,699
250 - 499 Acres	3,700	2,865	3,930
100 - 249 Acres	3,361	9,233	3,930
1 - 99 Acres	1,269	1,026	6,588
Acreage Unknown	822	448	372
Total	27,010	45,000	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	Southwest Farm Press	Western Farm Press	
Total Responses	1,000 Acres or More	1,000 Acres or More	
1,000 Acres or More	500 - 999 Acres	500 - 999 Acres	
	250 - 499 Acres	250 - 499 Acres	
	100 - 249 Acres	100 - 249 Acres	
	1 - 99 Acres	1 - 99 Acres	
Total Responses	1,000 Acres or More	1,000 Acres or More	
COTTON	11,698	1,887	1,887
SOYBEANS	19,841	1,865	1,865
RICE	7,910	4,001	4,001
WHEAT	1,322	1,594	1,594
CORN	2,317	2,287	2,287
GRAIN SORGHUM	3,328	2,547	2,547
PEANUTS	1,133	427	427
HAY	326	29	29
OTHER CROPS	5,658	713	713
Total	25,891	9,441	9,441

Southwest Farm Press	Delta Farm Press	Southwest Farm Press	Western Farm Press
Total Responses	1,000 Acres or More	1,000 Acres or More	1,000 Acres or More
1,000 Acres or More	500 - 999 Acres	500 - 999 Acres	500 - 999 Acres
	250 - 499 Acres	250 - 499 Acres	250 - 499 Acres
	100 - 249 Acres	100 - 249 Acres	100 - 249 Acres
	1 - 99 Acres	1 - 99 Acres	1 - 99 Acres
Total Responses	1,000 Acres or More	1,000 Acres or More	1,000 Acres or More
COTTON	18,468	2,630	2,630
SOYBEANS	24,094	2,594	2,594
RICE	14,866	1,323	1,323
WHEAT	2,234	1,568	1,568
CORN	2,800	166	166
GRAIN SORGHUM	2,143	84	84
PEANUTS	8,253	603	603
HAY	522	15	15
OTHER CROPS	11,114	38	38
Total Responses	60,668	4,855	4,855

Southwest Farm Press	Delta Farm Press	Southwest Farm Press	Western Farm Press
Total Responses	1,000 Acres or More	1,000 Acres or More	1,000 Acres or More
1,000 Acres or More	500 - 999 Acres	500 - 999 Acres	500 - 999 Acres
	250 - 499 Acres	250 - 499 Acres	250 - 499 Acres
	100 - 249 Acres	100 - 249 Acres	100 - 249 Acres
	1 - 99 Acres	1 - 99 Acres	1 - 99 Acres
Total Responses	1,000 Acres or More	1,000 Acres or More	1,000 Acres or More
COTTON	3,346	471	471
SOYBEANS	5,412	323	323
RICE	1,850	312	312
WHEAT	4,308	609	609
CORN	3,779	424	424
GRAIN SORGHUM	4,628	671	671
PEANUTS	5,323	317	317
HAY	2,148	90	90
OTHER CROPS	2,708	110	110
Total Responses	31,389	2,606	2,606

3b. QUALIFICATION SOURCE BREAKOUT FOR COMBINED FARM PRESS ISSUES OF MAY 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
	TOTAL	74,196	22,275				
a. Written	28,491	4,937	884		34,312	27.3	
b. Telecommunication	41,466	16,582	1,839		59,887	47.8	
c. Electronic	4,239	756	116		5,111	4.1	
TOTAL							
a. Written							
b. Telecommunication							
c. Electronic							
TOTAL							
a. Individual							
b. Organizational							
TOTAL							
a. Written	2,230	230			2,460	1.9	
b. Telecommunication	1,342	84			1,426	1.1	
c. Electronic	659	134			793	0.6	
TOTAL	4,231	348			4,579	3.6	
TOTAL	19,725	3,483	432		23,640	18.9	
TOTAL	96,151	25,988	3,271		125,410	100.0	

3b. QUALIFICATION SOURCE BREAKOUT FOR DELTA FARM PRESS ISSUE OF MAY 30, 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
	TOTAL	19,419	2,977				
a. Written	10,265	822	120		11,207	41.5	
b. Telecommunication	7,506	1,924	139		9,569	35.4	
c. Electronic	1,648	231	21		1,900	7.0	
TOTAL							
a. Written							
b. Telecommunication							
c. Electronic							
TOTAL							
a. Individual							
b. Organizational							
TOTAL							
a. Written	2,744	1,115			3,859	14.3	
b. Telecommunication	43	2			45	0.2	
c. Electronic							
TOTAL	2,787	1,117			3,904	14.5	
TOTAL	22,585	4,145	280		27,010	100.0	