

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

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



A Penton Media Publication  
P.O. Box 1420  
Clarksdale, MS 38614  
Tel.: (662) 624-8503  
Fax: (662) 627-1977

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 _____	<b>(See Paragraph 9)</b>
Advertiser and Agency _____	
Rotated or Occasional _____	
Allocated for Trade Shows and Conventions _____	
Electronic _____	
All Other _____	
<b>TOTAL</b>	

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	<b>(See Paragraph 9)</b>					
Sponsored Individually Addressed _____						
Membership Benefit _____						
Multi-Copy Same Addressee _____						
Single Copy Sales _____						
<b>TOTAL QUALIFIED CIRCULATION</b>						

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
January 3	27,010	-	32,100	21,300	-	80,410	18	18	April 11	27,010	45,000	-	-	-	72,010	179	179
January 10	27,010	45,000	32,100	-	13,573	117,683	-	-	April 18	27,010	45,000	32,100	21,289	-	125,399	52	52
January 17	27,010	45,000	32,100	21,300	-	125,410	85	85	April 25	27,010	-	-	-	-	27,010	155	155
January 24	27,010	45,000	-	-	-	72,010	9	9	May 2	27,010	-	-	21,276	-	48,286	40	27
January 31	27,010	-	-	-	-	27,010	-	-	May 9	27,010	45,000	32,100	-	-	104,110	150	150
February 7	27,010	45,000	32,100	21,300	-	125,410	14	14	May 16	27,010	-	-	21,276	-	48,286	-	-
February 14	27,010	45,000	32,100	-	13,584	117,694	28	28	May 23	27,010	45,000	32,100	-	-	104,110	91	91
February 21	27,010	45,000	32,100	21,281	-	125,391	141	122	May 30	27,010	-	-	-	-	27,010	-	-
February 28	27,010	-	-	-	-	27,010	-	-	June 6	27,010	45,000	32,100	21,273	-	125,383	93	90
March 7	27,010	45,000	32,100	21,290	-	125,400	394	403	June 13	27,010	-	-	-	-	27,010	-	-
March 14	27,010	45,000	32,100	-	13,642	117,752	182	182	June 20	27,010	45,000	-	21,273	-	93,283	73	73
March 21	27,010	45,000	32,100	21,282	-	125,392	94	86	June 27	27,010	-	-	-	-	27,010	-	-
March 28	27,010	-	-	-	-	27,010	32	32									
April 4	27,010	45,000	32,100	21,289	-	125,399	11	18								<b>1,841</b>	<b>1,814</b>

\*See Paragraph 9

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR DELTA FARM PRESS MAY 22, 2009**  
 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 6, 2009**  
 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 21, 2009**  
 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 16, 2009**  
 This issue is 0.1% or 11 copies below the average of the other 11 issues reported in Paragraph two.

TOTAL FARM ACREAGE	TOTAL QUALIFIED	PERCENT OF TOTAL	Delta Farm Press	Southeast Farm Press
ACREAGE UNKNOWN _____	1,332	1.1	300	256
1 - 99 ACRES _____	17,966	14.3	1,867	7,375
100 ACRES AND MORE _____	106,088	84.6	24,843	37,369
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>125,386</b>	<b>100.0</b>	<b>27,010</b>	<b>45,000</b>

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	23,589	970	474	218	493	455	170	641
Southeast Farm Press _____	45,000	41,467	1,052	351	222	418	669	292	529
Southwest Farm Press _____	32,100	30,230	506	251	120	217	352	179	245
Western Farm Press _____	21,276	18,746	931	571	157	207	206	152	306

TOTAL FARM ACREAGE	Delta Farm Press	Southeast Farm Press	Southwest Farm Press	Western Farm Press
Over 5,000 Acres _____	2,575	1,249	2,262	1,287
2,500 - 4,999 Acres _____	3,450	1,932	3,403	888
1,000 - 2,499 Acres _____	7,159	7,138	8,259	2,459
500 - 999 Acres _____	4,736	7,852	6,394	2,335
250 - 499 Acres _____	3,540	8,534	5,118	2,403
100 - 249 Acres _____	3,383	10,664	5,175	3,893
1 - 99 Acres _____	1,867	7,375	1,105	7,619
Acreege Unknown _____	300	256	384	392
<b>Total</b>	<b>27,010</b>	<b>45,000</b>	<b>32,100</b>	<b>21,276</b>

**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 _____	11,845	2,841	1,837	1,813	3,396	1,958
SOYBEANS _____	19,947	5,903	4,045	3,696	4,102	2,201
RICE _____	7,169	1,894	1,440	1,334	1,696	805
WHEAT _____	11,864	1,456	1,854	2,285	3,958	2,311
CORN _____	13,553	2,650	2,541	2,688	3,670	2,004
GRAIN SORGHUM _____	3,033	371	377	500	1,082	703
PECANS _____	960	23	26	37	173	701
PEANUTS _____	330	39	38	38	98	117
HAY _____	6,081	240	376	807	2,232	2,426
OTHER CROPS _____	3,426	393	338	480	829	1,386

Number of Respondents included in analysis = 26,123.

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 _____	15,728	1,652	1,968	2,316	5,246	4,546
SOYBEANS _____	23,996	2,126	2,848	3,953	7,752	7,317
WHEAT _____	16,922	959	1,468	2,330	5,789	6,376
CORN _____	23,208	1,610	2,213	3,371	7,323	8,691
GRAIN SORGHUM _____	2,700	83	125	207	855	1,430
PECANS _____	2,766	46	36	82	263	2,339
TOBACCO _____	7,643	93	98	228	1,119	6,105
PEANUTS _____	8,316	410	632	1,049	2,493	3,732
STONE FRUIT _____	531	16	19	18	95	383
TREE FRUIT _____	1,079	22	34	32	154	837
CITRUS _____	703	46	21	26	128	482
VEGETABLES _____	6,791	166	148	193	700	5,584
TOMATOES _____	1,541	27	18	17	93	1,386
STRAWBERRIES _____	793	9	8	5	41	730
HAY _____	13,191	284	461	1,194	3,971	7,281
OTHER CROPS _____	5,659	303	365	596	1,503	2,892

Number of Respondents included in analysis = 43,494.

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 _____	15,279	3,258	2,214	2,851	5,346	1,610
SOYBEANS _____	4,840	478	756	907	1,738	961
RICE _____	1,251	102	152	151	482	364
WHEAT _____	18,180	3,433	3,211	3,588	4,816	3,132
CORN _____	8,748	1,421	1,434	1,575	2,682	1,636
GRAIN SORGHUM _____	10,366	918	1,219	1,804	3,520	2,905
PECANS _____	1,746	58	51	65	292	1,280
PEANUTS _____	1,951	120	125	217	739	750
CITRUS _____	599	14	14	18	119	434
VEGETABLES _____	2,093	78	82	117	418	1,398
HAY _____	11,495	726	882	1,533	3,862	4,492
OTHER CROPS _____	3,412	422	402	499	826	1,263

Number of Respondents included in analysis = 31,260.

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 _____	2,723	453	382	383	929	576
GRAPES _____	4,769	399	275	362	975	2,758
RICE _____	1,499	224	262	274	415	324
WHEAT _____	3,956	531	464	596	1,250	1,115
CORN _____	5,297	358	392	656	1,564	2,327
ALFALFA _____	5,037	833	597	786	1,457	1,364
NUTS _____	5,014	429	320	424	1,048	2,793
STONE FRUIT _____	1,866	113	87	107	330	1,229
TREE FRUIT _____	2,412	109	110	126	378	1,689
CITRUS _____	1,732	155	87	98	281	1,111
VEGETABLES _____	2,619	444	236	268	465	1,206
TOMATOES _____	1,182	208	123	142	220	489
STRAWBERRIES _____	396	40	27	24	66	239
HAY _____	2,714	357	310	370	743	934
OTHER CROPS _____	1,897	272	189	233	369	834

Number of Respondents included in analysis = 20,476.

		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
384	392	113	8	110	181	206	272	189	253
1,105	7,619	16,390	300	148	144	171	351	178	284
30,611	13,265	97,529	3,151	1,389	392	958	1,059	426	1,184
<b>32,100</b>	<b>21,276</b>	<b>114,032</b>	<b>3,459</b>	<b>1,647</b>	<b>717</b>	<b>1,335</b>	<b>1,682</b>	<b>793</b>	<b>1,721</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR COMBINED FARM PRESS ISSUE MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request _____	71,439	19,609	9,520			100,568	80.2
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	2,101	193	-			2,294	1.8
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>21,643</b>	<b>881</b>	<b>-</b>			<b>22,524</b>	<b>18.0</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	21,643	881	-			22,524	18.0
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>95,183</b>	<b>20,683</b>	<b>9,520</b>			<b>125,386</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.9</b>	<b>16.5</b>	<b>7.6</b>			<b>100.0</b>	

\*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DELTA FARM PRESS ISSUE OF MAY 22, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request _____	19,149	2,776	742			22,667	83.9
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	288	-	-			288	1.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>3,174</b>	<b>881</b>	<b>-</b>			<b>4,055</b>	<b>15.0</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,174	881	-			4,055	15.0
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,611</b>	<b>3,657</b>	<b>742</b>			<b>27,010</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.8</b>	<b>13.5</b>	<b>2.7</b>			<b>100.0</b>	

\*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR SOUTHEAST FARM PRESS ISSUE OF MAY 21, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	22,727	7,787	4,386			34,900	77.5
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	864	193	-			1,057	2.4
V. <b>TOTAL</b> - 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: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,634</b>	<b>7,980</b>	<b>4,386</b>			<b>45,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.6</b>	<b>17.7</b>	<b>9.7</b>			<b>100.0</b>	

\*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR SOUTHWEST FARM PRESS ISSUE OF MAY 6, 2009							
Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	17,363	5,655	2,604			25,622	79.7
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	325	-	-			325	1.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	6,153	-	-			6,153	19.2
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	6,153	-	-			6,153	19.2
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,841</b>	<b>5,655</b>	<b>2,604</b>			<b>32,100</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.3</b>	<b>17.6</b>	<b>8.1</b>			<b>100.0</b>	

\*See Paragraph 9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS ISSUE OF MAY 16, 2009							
Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	12,200	3,391	1,788			17,379	81.7
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	624	-	-			624	2.9
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	3,273	-	-			3,273	15.4
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,273	-	-			3,273	15.4
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,097</b>	<b>3,391</b>	<b>1,788</b>			<b>21,276</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.7</b>	<b>15.9</b>	<b>8.4</b>			<b>100.0</b>	

\*See Paragraph 9

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS FOR THE ISSUE OF OF MAY 16, 2009 SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 21, 2009, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 6, 2009 DELTA FARM PRESS FOR THE ISSUE OF MAY 22, 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 _____	26,384	43,840	31,826	20,363			122,413	97.6
Individuals by name only _____	-	-	-	-			-	-
Titles or functions only _____	626	1,160	274	913			2,973	2.4
Company names only _____	-	-	-	-			-	-
Multiple Copy Same Addressee copies _____	-	-	-	-			-	-
Single Copy Sales _____	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,010</b>	<b>45,000</b>	<b>32,100</b>	<b>21,276</b>			<b>125,386</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR WESTERN FARM PRESS FOR THE ISSUE OF OF MAY 16, 2009 SOUTHEAST FARM PRESS FOR THE ISSUE OF MAY 21, 2009, SOUTHWEST FARM PRESS FOR THE ISSUE OF MAY 6, 2009 DELTA FARM PRESS FOR THE ISSUE OF MAY 22, 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	2	-	3	-
028-029 Rhode Island _____	-	-	-	-	-	-
060-069 Connecticut _____	2	-	-	1	3	-
<b>NEW ENGLAND</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>7</b>	<b>-</b>
100-149 New York _____	3	2	1	3	9	-
070-089 New Jersey _____	1	2	1	-	4	-
150-196 Pennsylvania _____	-	3	1	1	5	-
<b>MIDDLE ATLANTIC</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>18</b>	<b>-</b>
430-459 Ohio _____	4	3	2	4	13	-
460-479 Indiana _____	8	1	2	3	14	-
600-629 Illinois _____	22	1	7	11	41	-
480-499 Michigan _____	5	3	3	3	14	-
530-549 Wisconsin _____	2	2	1	2	7	-
<b>EAST NO. CENTRAL</b>	<b>41</b>	<b>10</b>	<b>15</b>	<b>23</b>	<b>89</b>	<b>0.1</b>
550-567 Minnesota _____	3	-	5	15	23	-
500-528 Iowa _____	9	3	10	10	32	-
630-658 Missouri _____	5,723	2	5	8	5,738	-
580-588 North Dakota _____	-	-	2	4	6	-
570-577 South Dakota _____	-	-	2	5	7	-
680-693 Nebraska _____	5	-	6	4	15	-
660-679 Kansas _____	6	1	1,129	8	1,144	-
<b>WEST NO. CENTRAL</b>	<b>5,746</b>	<b>6</b>	<b>1,159</b>	<b>54</b>	<b>6,965</b>	<b>5.6</b>
197-199 Delaware _____	-	487	1	-	488	-
206-219 Maryland _____	2	1,918	1	3	1,924	-
200-205 Washington, DC _____	1	3	-	-	4	-
220-246 Virginia _____	1	4,226	2	5	4,234	-
247-268 West Virginia _____	-	347	-	-	347	-
270-289 North Carolina _____	12	11,859	3	5	11,879	-
290-299 South Carolina _____	7	3,285	2	1	3,295	-
300-319 Georgia _____	9	8,463	1	-	8,473	-
320-349 Florida _____	9	2,752	2	4	2,767	-
<b>SOUTH ATLANTIC</b>	<b>41</b>	<b>33,340</b>	<b>12</b>	<b>18</b>	<b>33,411</b>	<b>26.6</b>
400-427 Kentucky _____	14	1,633	-	1	1,648	-
370-385 Tennessee _____	3,702	4,772	3	2	8,479	-
350-369 Alabama _____	76	5,166	1	1	5,244	-
386-397 Mississippi _____	5,578	11	4	2	5,595	-
<b>EAST SO. CENTRAL</b>	<b>9,370</b>	<b>11,582</b>	<b>8</b>	<b>6</b>	<b>20,966</b>	<b>16.7</b>
716-729 Arkansas _____	7,538	5	8	1	7,552	-
700-714 Louisiana _____	4,171	4	8	2	4,185	-
730-749 Oklahoma _____	9	6	7,012	3	7,030	-
750-799 Texas _____	60	31	22,449	18	22,558	-
<b>WEST SO. CENTRAL</b>	<b>11,778</b>	<b>46</b>	<b>29,477</b>	<b>24</b>	<b>41,325</b>	<b>33.0</b>
590-599 Montana _____	1	-	2	8	11	-
832-838 Idaho _____	-	-	-	7	7	-
820-831 Wyoming _____	-	-	1	1	2	-
800-816 Colorado _____	5	1	11	15	32	-
870-884 New Mexico _____	2	1	1,384	8	1,395	-
850-865 Arizona _____	4	1	21	2,000	2,026	-
840-847 Utah _____	1	-	-	2	3	-
889-898 Nevada _____	-	-	-	6	6	-
<b>MOUNTAIN</b>	<b>13</b>	<b>3</b>	<b>1,419</b>	<b>2,047</b>	<b>3,482</b>	<b>2.8</b>
995-999 Alaska _____	1	-	-	-	1	-
980-994 Washington _____	1	2	-	13	16	-
970-979 Oregon _____	-	-	-	23	23	-
900-961 California _____	12	2	5	19,060	19,079	-
967-968 Hawaii _____	1	-	-	3	4	-
<b>PACIFIC</b>	<b>15</b>	<b>4</b>	<b>5</b>	<b>19,099</b>	<b>19,123</b>	<b>15.2</b>
<b>UNITED STATES</b>	<b>27,010</b>	<b>45,000</b>	<b>32,100</b>	<b>21,276</b>	<b>125,386</b>	<b>100.0</b>
969 & 004-009 U.S. Territories _____	-	-	-	-	-	-
Canada _____	-	-	-	-	-	-
Mexico _____	-	-	-	-	-	-
Other International _____	-	-	-	-	-	-
AP0/FPO _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,010</b>	<b>45,000</b>	<b>32,100</b>	<b>21,276</b>	<b>125,386</b>	<b>100.0</b>

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	27,010	27,010	27,010	27,010	27,010	27,010
Qualified Non-Paid: __	26,745	26,894	27,010	27,010	27,010	27,010
Qualified Paid: _____	265	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 - June 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						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	47,700	47,700	45,193	45,000	45,000	45,000
Qualified Non-Paid: __	47,665	47,691	45,193	45,000	45,000	45,000
Qualified Paid: _____	35	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 - June 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						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	33,100	33,100	32,183	32,100	32,100	32,100
Qualified Non-Paid: __	33,037	33,064	32,183	32,100	32,100	32,100
Qualified Paid: _____	63	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 - June 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						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	21,300	21,300	21,300	21,300	21,300	21,286
Qualified Non-Paid: __	21,173	21,247	21,300	21,300	21,300	21,286
Qualified Paid: _____	127	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 - June 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 12 regular issues of Western Farm Press reported, Field Crop & Vegetable issue mailed on January 10th, February 14th and March 14th, 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.

**PARAGRAPHS 3b:**

**Delta:**  
Other sources include 2 sources of circulation for quantities of 840 copy or 3.1% to 3,215 copies or 11.9%, including New Century Marketing Services.

**Southeast:**  
Other sources include 2 sources of circulation for quantities of 978 copies or 2.2% to 8,065 copies or 17.9%, including New Century Marketing Services.

**Southwest:**  
Other sources include 2 sources of circulation for quantities of 1,538 copies or 4.8% to 4,615 copies or 14.3%, including New Century Marketing Services.

**Western:**  
Other sources include 2 source of circulation for quantities of 116 copies or 0.5% to 3,157 or 14.8%, including New Century Marketing Services.

**Combined:**  
Other sources include 2 sources of circulation for quantities of 3,472 copies or 2.8% to 19,052 copies or 15.2%, including New Century Marketing Services.

<b>DELTA FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION</b>	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	128
Advertiser and Agency _____	1,610
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	65
Electronic _____	-
All Other _____	768
<b>TOTAL</b>	<b>2,571</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – DELTA FARM PRESS</b>						
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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,010</b>	<b>100.0</b>	<b>27,010</b>	<b>100.0</b>	-	-

<b>SOUTHEAST FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION</b>	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	34
Advertiser and Agency _____	1,029
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	77
Electronic _____	-
All Other _____	858
<b>TOTAL</b>	<b>1,998</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – SOUTHEAST FARM PRESS</b>						
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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,000</b>	<b>100.0</b>	<b>45,000</b>	<b>100.0</b>	-	-

<b>SOUTHWEST FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION</b>	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	27
Advertiser and Agency _____	775
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	53
Electronic _____	-
All Other _____	964
<b>TOTAL</b>	<b>1,819</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – SOUTHWEST FARM PRESS</b>						
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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,100</b>	<b>100.0</b>	<b>32,100</b>	<b>100.0</b>	-	-

<b>WESTERN FARM PRESS AVERAGE NON-QUALIFIED CIRCULATION</b>	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	56
Advertiser and Agency _____	741
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	128
Electronic _____	-
All Other _____	2,959
<b>TOTAL</b>	<b>3,884</b>

<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – WESTERN FARM PRESS</b>												
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 _____	21,286	100.0	21,286	100.0	-	-	13,600	100.0	13,600	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-	-	-	-	-	-	-
Multi-copy Same Addressee _____	-	-	-	-	-	-	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,286</b>	<b>100.0</b>	<b>21,286</b>	<b>100.0</b>	-	-	<b>13,600</b>	<b>100.0</b>	<b>13,600</b>	<b>100.0</b>	-	-

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 [deltaonline.com](http://deltaonline.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  
Allow 4 to 6 weeks for processing. 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

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 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 [southwestonline.com](http://southwestonline.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:  
 01  Dial-up Telephone Access  
 02  Broadband-SDN 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 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

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 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.  
 \*\*For a full statement of our Subscriber Privacy Policy, visit our website at [seonline.com](http://seonline.com)

1. Do you wish to receive/continue to receive Southeast Farm Press FREE?  YES!  No  
 Signature required \_\_\_\_\_  
 Date \_\_\_\_\_

2. If Southeast 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 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  
 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:  
 01  Dial-up Telephone Access  
 02  Broadband-SDN 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 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

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 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 [westonline.com](http://westonline.com)

1. Do you wish to receive/continue to receive Western Farm Press FREE?  YES!  No  
 Signature required \_\_\_\_\_  
 Date \_\_\_\_\_

2. If Western 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 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 \_\_\_\_\_

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  
Allow 4 to 6 weeks for processing. 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

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 27, 2009  
 State Mississippi  
 County Coahoma  
 Received by BPA Worldwide July 27, 2009  
 Type PD  
 ID Number F113S0J9