

AUDIT REPORT
Farm Publication

FIELD SERVED: Beef cattle and horses.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2016:

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		18,349
1A - AVERAGE QUALIFIED PAID CIRCULATION		
Individual	778	
Association, See Par. 11(a)	15,541	
Multi-Copy Same Addressee, See Par. 11(b)	2	
Total Average Qualified Paid Circulation		16,321
1B - AVERAGE QUALIFIED NONPAID CIRCULATION		
Individual	2,028	
Total Average Qualified Nonpaid Circulation		2,028
1C - AVERAGE NONQUALIFIED CIRCULATION		
Noncontinuous Market Coverage Copies	86	
Allocated For Shows & Conventions	238	
Miscellaneous, Including Staff Copies, See Par. 11(c)	1,116	
Total Average Nonqualified Circulation	1,440	
1D - AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS:		
None of record		

AUDIT STATEMENT

There was no adjustment made in the average qualified paid circulation or in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

2 - QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid
Jan	18,670	16,602	2,068
Feb	18,234	16,166	2,068
Mar	17,854	15,786	2,068
Apr	18,243	16,233	2,010
May	17,909	15,899	2,010
Jun	18,079	16,069	2,010
Jul	18,285	16,275	2,010
Aug	18,302	16,292	2,010
Sep	18,480	16,474	2,006
Oct	18,536	16,530	2,006
Nov	18,808	16,770	2,038
Dec	18,780	16,744	2,036

3A - DEMOGRAPHICS

The information in Paragraphs 3A, 3B, 3C and 4 is from an analysis of the October 2016 issue in which:

Qualified paid circulation of this issue was 1.3% greater than the period average.

Qualified nonpaid circulation of this issue was 1.1% less than the period average.

Reporting not required

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:					
Direct request from recipient					
Telecommunications					
Other Sources, See Par. 11(d)	2,006			2,006	100.0
Total Qualified Nonpaid Circulation	2,006			2,006	100.0
Percent	100.0			100.0	
Paid Subscription Circulation					
Single Copy Sales				16,530	
Total Paid & Qualified Nonpaid Circulation				18,536	

4 - GEOGRAPHIC ANALYSIS

State	Paid	Qualified Nonpaid	Total Circulation
Alabama	13		13
Arizona	11		11
Arkansas	23	4	27
California	23	3	26
Colorado	20	8	28
Connecticut	2		2
Delaware	1		1
District of Columbia	1	37	38
Florida	26	2	28
Georgia	4		4
Idaho	2		2
Illinois	6	1	7
Indiana	1		1
Iowa	4	1	5
Kansas	26	13	39
Kentucky	4		4
Louisiana	42	3	45
Maine			
Maryland	3		3
Massachusetts	2		2
Michigan		5	5
Minnesota	1		1
Mississippi	11	1	12
Missouri	17	10	27
Montana	3	1	4
Nebraska	8	4	12
Nevada	2	1	3
New Hampshire	1		1
New Jersey	2		2
New Mexico	42	3	45
New York	6	1	7
North Carolina	6		6
North Dakota			
Ohio	4	1	5
Oklahoma	1,082	102	1,184

State	Paid	Qualified Nonpaid	Total Circulation
Oregon	3		3
Pennsylvania	1		1
Rhode Island		1	1
South Carolina	2		2
South Dakota	4		4
Tennessee	7	3	10
Texas	15,030	1,789	16,819
Utah	6		6
Vermont			
Virginia	2	1	3
Washington			
West Virginia	1		1
Wisconsin	3		3
Wyoming		1	1
TOTAL 48 CONTERMINOUS STATES	16,458	1,996	18,454
Alaska			
Hawaii			
TOTAL ALASKA & HAWAII			
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	16,458	1,996	18,454
Poss. & Other Areas			
U.S. & POSS., etc.	16,458	1,996	18,454
Canada	3	2	5
International			
Military or Civilian Personnel Overseas			
Other International	69	8	77
TOTAL INTERNATIONAL	72	10	82
E-Mail Address Only			
Other Unclassified			
GRAND TOTAL	16,530	2,006	18,536

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS SOLD
DURING THE 12 MONTH PERIOD ENDED DECEMBER 31, 2016**

5 - PRICE DATA

Basic Prices: Subscriptions: U.S., 1 yr. \$60.00. International, 1 yr. \$80.00. Member price, \$25.00
Single Copy: \$5.00

Sales include Premium Values

Basic & higher than basic:	18,256
75% - 99% of basic:	None of record
50% - 74% of basic:	None of record
25% - 49% of basic:	None of record
Less than 25% of basic:	None of record
Total	18,256

6 - TERM DATA

Three years or more	None of record
Two years or more but less than three	None of record
One year or more but less than two	9,573
Less than one year	8,683
Total	18,256

7 - SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	634
Ordered through salespeople:	
Catalog agencies and individual agents	62
Publisher's own and other publisher's salespeople	None of record
Independent agencies' salespeople	None of record
Association memberships	17,560
All other channels	None of record
Total	18,256

8 - PREMIUM USAGE

Ordered without premium	18,256
Ordered with material reprinted from this publication	None of record
Ordered with other premiums	None of record
Total	18,256

ADDITIONAL CIRCULATION INFORMATION

9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION:

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the October 2016 issue.	2.7%
Average percentage of paid subscriptions serviced from 1 issue to 3 months beyond expiration, for the period covered by this report	3.1%

10 - RENEWAL ANALYSIS OF PAID SUBSCRIPTIONS:

Reporting not required

11 - EXPLANATORY:

(a) Association subscriptions, averaging 15,541 copies per issue, represent copies served to members of Texas and Southwestern Cattle Raisers Association. \$25.00 is allocated for a 1 yr. subscription to this publication and is nondeductible from dues. This publication is the official journal of Texas and Southwestern Cattle Raisers Association.

(b) Multi-Copy Same Addressee subscriptions, averaging 2 copies per issue, represent copies sold in quantities of 2 or more to business concerns at basic price. Copies were mailed in bulk to the purchaser for redistribution.

(c) Miscellaneous includes checking and promotion copies averaging 1,116 copies per issue, served to advertisers and agencies.

(d) Other Sources represent copies served to Field Inspectors and County Agents, Sheriffs, Auction Markets and State Legislators.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

05-0030-0	Analyzed Issue Date	10/01/16
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	5.00
	Association Subscription Price	25.00
	U.S. Subscription Price	60.00
	Canadian Subscription Price	
	International Subscription Price	80.00