

## AUDIT REPORT Farm Publication

FIELD SERVED: Beef cattle and horses.

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**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2017:**

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<b>TOTAL AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION</b>	<b>18,593</b>
<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	
Qualified Paid Individual - Print	496
<b>Total Qualified Paid Individual</b>	<b>496</b>
Qualified Paid Association - Print	16,203
<b>Total Qualified Paid Association</b>	<b>16,203</b>
Qualified Paid Multicopy Same Addressee - Print	1
<b>Total Qualified Paid Multicopy Same Addressee</b>	<b>1</b>
<b>Total Average Qualified Paid Circulation</b>	<b>16,700</b>

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**AVERAGE QUALIFIED NONPAID CIRCULATION**

Qualified Nonpaid Individual - Print	1,893
<b>Total Qualified Nonpaid Individual</b>	<b>1,893</b>
<b>Total Average Qualified Nonpaid Circulation</b>	<b>1,893</b>

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**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Noncontinuous Market Coverage Copies - Print	126
<b>Total Nonqualified Noncontinuous Market Coverage Copies</b>	<b>126</b>
Nonqualified Allocated for Shows & Conventions - Print	419
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>419</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	620
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>620</b>
<b>Total Average Nonqualified Circulation</b>	<b>1,165</b>

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**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.

**AVERAGE CIRCULATION BY ISSUES**

Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	16,709	2,095	18,804
Feb	16,656	1,995	18,651
Mar	16,728	2,035	18,763
Apr	16,877	2,035	18,912
May	16,796	2,094	18,890
Jun	16,757	2,079	18,836
Jul	16,891	2,079	18,970
Aug	16,902	2,063	18,965
Sep	16,679	1,140	17,819
Oct	16,889	1,140	18,029
Nov	16,583	1,962	18,545
Dec	15,930	1,995	17,925

**AGE OF SOURCE ANALYSIS**

Source	Qualified Within				%
	1 Year	2 Years	3 Years	Total	
Total Direct Request From Recipient					
Total Direct Request From Recipient's Company					
Total Communication Other Than Request					
Association					
Business Directories					
Lists					
Acquired Circulation					
Other Sources	1,995			1,995	100.0
<b>Total Qualified Subscriptions</b>	<b>1,995</b>			<b>1,995</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>			<b>100.0</b>	
Paid Subscription Circulation				15,930	
Paid Acquired Circulation					
Single Copy Sales					
<b>Total Qualified Circulation</b>				<b>17,925</b>	

## GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	9		9
Arizona	6		6
Arkansas	19	4	23
California	19	3	22
Colorado	15	6	21
Connecticut	1		1
Delaware			
District of Columbia		37	37
Florida	19	1	20
Georgia	2		2
Idaho	2		2
Illinois	6	1	7
Indiana	4		4
Iowa	3		3
Kansas	21	15	36
Kentucky	1		1
Louisiana	29	3	32
Maine	1		1
Maryland	2		2
Massachusetts	1		1
Michigan		3	3
Minnesota	2		2
Mississippi	11		11
Missouri	8	5	13
Montana	3		3
Nebraska	4	4	8
Nevada	2		2
New Hampshire	1		1
New Jersey	1		1
New Mexico	40	3	43
New York	4		4
North Carolina	4		4
North Dakota			
Ohio	1		1
Oklahoma	991	93	1,084
Oregon	1		1
Pennsylvania	3	1	4
Rhode Island		1	1
South Carolina	1		1
South Dakota	4		4
Tennessee	5	3	8
Texas	14,647	1,799	16,446
Utah	4		4
Vermont			
Virginia	4		4
Washington	1	1	2
West Virginia	1		1
Wisconsin	5		5
Wyoming	1	1	2
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>15,909</b>	<b>1,984</b>	<b>17,893</b>
Alaska			
Hawaii			
<b>TOTAL ALASKA &amp; HAWAII</b>			
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>15,909</b>	<b>1,984</b>	<b>17,893</b>
Poss. & Other Areas	21	8	29
<b>U.S. &amp; POSS., etc.</b>	<b>15,930</b>	<b>1,992</b>	<b>17,922</b>
Canada		3	3
International			
Military or Civilian Personnel Overseas			
<b>TOTAL INTERNATIONAL</b>		<b>3</b>	<b>3</b>
E-Mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>15,930</b>	<b>1,995</b>	<b>17,925</b>

<b>TERM DATA (Subscriptions Sold)</b>	
	<b>Qualified Paid - Print</b>
Three years or more	
Two years or more but less than three	
One year or more but less than two	16,269
Less than one year	
<b>Total</b>	<b>16,269</b>

**NOTES**

<b>Price Data</b>	<b>Basic Prices</b>
Subscriptions	Subscriptions: U.S., 1 yr. \$60.00. International, 1 yr. \$80.00. Member price, \$25.00.
Single Copy	\$5.00

	<b>Qualified Paid - Print</b>	<b>Qualified Paid - Digital</b>	<b>Qualified Paid - Print &amp; Digital (Unduplicated)</b>	<b>Total Qualified Paid</b>
Sales include Premium Values				
Basic & higher than basic	16,269			16,269
75% - 99% of basic				
50% - 74% of basic				
25% - 49% of basic				
Less than 25% of basic				
<b>Total</b>	<b>16,269</b>			<b>16,269</b>

**Definition of Recipient Qualification:**

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Paid Association Subscriptions:** Represent copies served to members of Texas and Southwestern Cattle Raisers Association. \$25.00 is allocated for a 1 year subscription to this publication and is nondeductible from dues. This publication is the official journal of Texas and Southwestern Cattle Raisers Association.

**Other Sources:** Represent copies served to Field Inspectors and County Agents, Sheriffs, Auction Markets and State Legislators.

**Analyzed Issue:** The information in Age of Source Analysis and Geographic Analysis is from an analysis of the December 2017 issue.

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**