

Farm Media

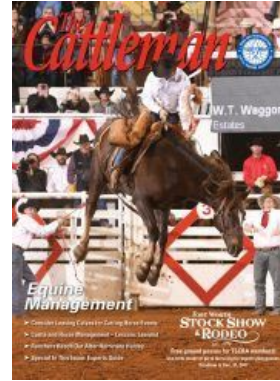
Publisher's Statement

6 months ended December 31, 2018

Subject to Audit

Field Served:

Beef cattle and horses.



| TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION | | 18,067 | |
|---|---------------|--|--------------|
| AVERAGE QUALIFIED PAID CIRCULATION | | AVERAGE QUALIFIED NONPAID CIRCULATION | |
| Qualified Paid Individual - Print | 176 | Qualified Nonpaid Individual - Print | 1,609 |
| Qualified Paid Association - Print | 16,282 | Total Average Qualified Nonpaid Circulation | 1,609 |
| Total Average Qualified Paid Circulation | 16,458 | | |

| AVERAGE NONQUALIFIED CIRCULATION | |
|--|--------------|
| Nonqualified Market Coverage Copies - Print | 334 |
| Nonqualified Allocated for Shows & Conventions - Print | 445 |
| Nonqualified Miscellaneous, Including Staff Copies - Print | 300 |
| Total Average Nonqualified Circulation | 1,079 |

| CIRCULATION BY ISSUES | | | |
|------------------------------|------------------------|---------------------------|--------|
| Issue | Qualified Paid - Print | Qualified Nonpaid - Print | Total |
| Jul | 16,321 | 1,553 | 17,874 |
| Aug | 16,312 | 1,562 | 17,874 |
| Sep | 16,503 | 1,562 | 18,065 |
| Oct | 16,531 | 1,619 | 18,150 |
| Nov | 16,445 | 1,568 | 18,013 |
| Dec | 16,639 | 1,791 | 18,430 |

| AGE OF SOURCE ANALYSIS | | | | | |
|--|-------------------------|----------------|----------------|---------------|----------------|
| Source | Qualified Within | | | | |
| | 1 Year | 2 Years | 3 Years | Total | Percent |
| 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 | 1,619 | | | 1,619 | 100.0 |
| Total Qualified Subscriptions | 1,619 | | | 1,619 | 100.0 |
| Percent | 100.0 | | | 100.0 | |
| Paid Subscription Circulation | | | | 16,531 | |
| Paid Acquired Circulation | | | | | |
| Single Copy Sales | | | | | |
| Total Qualified Circulation | | | | 18,150 | |

| GEOGRAPHIC ANALYSIS | | | |
|---|-------------------------------|----------------------------------|---------------|
| State | Qualified Paid - Print | Qualified Nonpaid - Print | Total |
| Alabama | 9 | | 9 |
| Arizona | 4 | | 4 |
| Arkansas | 14 | 2 | 16 |
| California | 13 | 2 | 15 |
| Colorado | 19 | 5 | 24 |
| Connecticut | 2 | | 2 |
| Delaware | 1 | | 1 |
| District of Columbia | 1 | | 1 |
| Florida | 11 | 2 | 13 |
| Georgia | 1 | 2 | 3 |
| Idaho | 1 | | 1 |
| Illinois | 5 | 1 | 6 |
| Indiana | 3 | 1 | 4 |
| Iowa | 4 | | 4 |
| Kansas | 19 | 17 | 36 |
| Kentucky | | | |
| Louisiana | 23 | | 23 |
| Maine | | | |
| Maryland | 1 | | 1 |
| Massachusetts | 1 | | 1 |
| Michigan | | 1 | 1 |
| Minnesota | 1 | | 1 |
| Mississippi | 5 | 2 | 7 |
| Missouri | 5 | 8 | 13 |
| Montana | 1 | 3 | 4 |
| Nebraska | 6 | 3 | 9 |
| Nevada | 2 | | 2 |
| New Hampshire | 1 | | 1 |
| New Jersey | 1 | 1 | 2 |
| New Mexico | 36 | | 36 |
| New York | 4 | | 4 |
| North Carolina | 3 | 1 | 4 |
| North Dakota | | 1 | 1 |
| Ohio | 2 | 2 | 4 |
| Oklahoma | 983 | 208 | 1,191 |
| Oregon | 2 | | 2 |
| Pennsylvania | 5 | | 5 |
| Rhode Island | | 1 | 1 |
| South Carolina | 2 | | 2 |
| South Dakota | 1 | 1 | 2 |
| Tennessee | 4 | 2 | 6 |
| Texas | 15,166 | 1,323 | 16,489 |
| Utah | 4 | | 4 |
| Vermont | | | |
| Virginia | 2 | 1 | 3 |
| Washington | 3 | 1 | 4 |
| West Virginia | 1 | | 1 |
| Wisconsin | 5 | 1 | 6 |
| Wyoming | 1 | 1 | 2 |
| TOTAL 48 CONTERMINOUS STATES | 16,378 | 1,593 | 17,971 |
| Alaska | | | |
| Hawaii | | | |
| TOTAL ALASKA & HAWAII | | | |
| Single Copy Sales | | | |
| U.S. Unclassified | | | |
| TOTAL UNITED STATES | 16,378 | 1,593 | 17,971 |
| Poss. & Other Areas | 153 | 25 | 178 |
| U.S. & POSS., etc. | 16,531 | 1,618 | 18,149 |
| Canada | | 1 | 1 |
| International | | | |
| Military or Civilian Personnel Overseas | | | |
| Total International | | 1 | 1 |
| E-mail Address Only | | | |
| Other Unclassified | | | |
| GRAND TOTAL | 16,531 | 1,619 | 18,150 |

NOTES

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

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

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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 October 2018 issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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