

Advertising space can be geographically tailored to coincide with precise marketing and distribution areas.

### National Edition

Successful Farming® magazine is circulated in all 50 states. 75% of the magazine's circulation is concentrated in the Northcentral Region, 15% in the South, 6% in the West and 4% in the Northeast.

### Individual Editions

Fourteen individual editions are standard. North and South Dakota are combined into a single DAKOTAS edition; the New England and Middle Atlantic states are combined into the EASTERN edition and 11 western states make up the WESTERN edition.

### Combination Editions

Individual editions may be combined with each other in any combination, providing space and color remain identical. Calculate space rates by adding the individual edition circulations together and use the combination rate table.

### Selectronic® Custom Editions

Selectronic® custom editions may be geographically and demographically tailored to individual advertiser needs, subject to certain limitations. These special editions are available by arrangement with the publisher.

### SUCCESSFUL FARMING® CIRCULATION COVERAGE

#### Northcentral .. 340,475

Illinois.....	50,775
Indiana .....	25,266
Iowa.....	50,920
Kansas .....	22,534
Michigan .....	16,726
Minnesota .....	37,680
Missouri.....	23,231
Nebraska .....	33,053
North Dakota.....	13,433
Ohio .....	25,645
South Dakota.....	17,959
Wisconsin.....	23,253

#### Western.....22,362

Alaska.....	180
Arizona.....	1,153
California .....	3,519
Colorado.....	5,424
Hawaii .....	67
Idaho .....	1,973
Montana.....	2,832
Nevada .....	334
New Mexico .....	765
Oregon .....	1,858
Utah .....	844
Washington .....	2,779
Wyoming .....	1,097

#### Other ..... 174

#### Eastern.....17,919

Connecticut .....	478
Maine .....	468
Massachusetts .....	533
New Hampshire .....	258
New Jersey.....	886
New York.....	6,305
Pennsylvania.....	8,425
Rhode Island .....	77
Vermont .....	489

#### Southern .....58,072

Alabama .....	2,257
Arkansas.....	4,461
Delaware .....	560
District of Columbia .....	24
Florida .....	2,051
Georgia.....	3,111
Kentucky .....	6,033
Louisiana .....	2,425
Maryland .....	2,259
Mississippi .....	2,111
North Carolina.....	5,421
Oklahoma .....	4,340
South Carolina.....	2,151
Tennessee .....	4,837
Texas.....	10,562
Virginia.....	3,703
West Virginia.....	1,314

Source: ABC Publisher's Statement, 6/30/09

