Audit Bureau of Circulations
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FARM PUBLICATION PUBLISHER'S STATEMENT

For the 6 month period ending December 31, 2009
Subject to Audit

Paid & Qualified Non-Paid Circulation Form

Successful Farming

Established: 1902
ABC Member since: 1914
Meredith Corporation
1716 Locust Street, Des Moines, IA 50309-3023
Phone: 515-284-2387
Fax: 515-284-2502
www.agriculture.com
SCOTT MORTIMER
Publisher
LOREN KRUSE
Editor

Field Served: Serving the business, production and personal needs of America's farm families.

Frequency: 12 times/year

Format: Standard

	Averages for Period		% of Total
1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION		**440,030**	**100.0**
AVERAGE PAID CIRCULATION			
Subscriptions:			
Individual	199,473		45.3
Gift, See Par. 11(a)	5,654		1.3
Total Subscriptions	205,127		46.6
Single Copy Sales:			
Total Single Copy Sales			
Total Average Paid Circulation		**205,127**	
AVERAGE QUALIFIED NON-PAID CIRCULATION			
Direct request from recipient	84,392		19.2
Telecommunications	52,520		11.9
Other Sources, See Par. 11(b)	97,991		22.3
Total Average Qualified Non-Paid Circulation		**234,903**	
Total Average Paid & Qualified Non-Paid Circulation		**440,030**	**100.0**
Advertising Rate Base/Circulation Guarantee		None Claimed	
AVERAGE NON-QUALIFIED CIRCULATION			
Checking and Promotion copies to advertisers and agencies	2,303		
Miscellaneous, Including Staff Copies	2,060		
Total Average Non-Qualified Circulation		**4,363**	

Member Number
05-0170-0

1A - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION OF REGIONAL, METRO AND DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Circulation	Qualified Non-Paid: Direct Request from Recipient	Qualified Non-Paid: Telecommunications	Qualified Non-Paid: Other Sources	Total Qualified Non-Paid	Total
Illinois	5	23,503	9,855	5,469	10,467	25,791	49,294
Indiana	5	11,589	5,885	3,423	4,111	13,419	25,008
Iowa	5	17,202	15,184	8,506	9,544	33,234	50,436
Kansas	5	9,866	4,445	2,658	7,336	14,439	24,305
Michigan	5	9,805	2,486	1,521	2,513	6,520	16,325
Minnesota	5	16,968	8,336	4,780	7,138	20,254	37,222
Missouri	5	11,191	4,629	2,844	4,187	11,660	22,851
Nebraska	5	10,513	8,008	5,526	7,823	21,357	31,870
Ohio	5	14,122	4,649	2,748	3,411	10,808	24,930
Wisconsin	5	14,486	2,905	1,034	4,328	8,267	22,753
Dakotas	5	11,967	7,875	4,732	8,037	20,644	32,611
Eastern	5	11,935	1,521	1,292	1,901	4,714	16,649
Western	5	13,716	1,847	1,669	7,531	11,047	24,763
North Central	5	151,211	74,256	43,239	68,895	186,390	337,601
Southern	5	28,264	6,768	6,320	19,664	32,752	61,016

2 - PAID, QUALIFIED NON-PAID AND NON-QUALIFIED CIRCULATION BY ISSUES

Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Summer Special *	205,066		205,066	
Aug.	221,031	218,496	439,527	4,336
Sept.	207,471	232,584	440,055	4,622
Oct.	201,204	238,700	439,904	4,300
Nov.	196,864	243,015	439,879	4,280
Mid November*	357,908		357,908	
Dec.	199,068	241,717	440,785	4,277
Total Average	**205,127**	**234,903**	**440,030**	**5,730**

*Special Issues - circulation not included in averages shown in Par. 1.

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE SEPTEMBER 2009 ISSUE IN WHICH:

- **PAID CIRCULATION WAS 1.1% GREATER THAN THE PERIOD AVERAGE**
- **QUALIFIED NON-PAID CIRCULATION WAS 1.0% LESS THAN THE PERIOD AVERAGE**

3A - DEMOGRAPHICS

3A1. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified non-paid circulation for the September 2009 issue.

1. Number
   The information is based on an analysis of the September 2009 issue subscriber list and on data obtained from subscriber records. It is not based on a projection of a sample.

   The total number of names reviewed in this paragraph represents 100.0% of the total paid and qualified non-paid circulation of the September 2009 issue. Eliminated from the analysis are school subscriptions and international subscriptions.
2. Source of Data
   Data on degree of farm interest are based on information supplied by the subscriber with the subscription order or through recognized directory sources.

   Data on crops and livestock demographics are based on information supplied by the subscriber with the subscription order, on subscriber questionnaires, on subscriber confirmation cards and information received from recognized directory sources.
3. Timing
   SUCCESSFUL FARMING started requesting of subscribers and recording their degree of farm interest in 1965; for their crops and livestock demographics starting in 1967. Recognized directory sources were used to update degree of farm interest for a portion of the subscriber file in 1986 through 2009.

3A2. TOTAL NUMBER OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:

	Paid and Qualified Non-Paid Circulation	
Total Subscriptions as of September 2009 issue	440,055	
Total number reviewed	440,055	(100% of total paid and qualified non-paid circulation)
Total number identified as to:		
Degree of Farm Interest	410,957	93.4%
Demographic Data	410,957	93.4%

3A3. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST:

	Paid	Qualified Non-Paid	Total	% of Identified
Own or operate a Farm or Ranch	175,305	202,659	377,964	92.0
Employed on a Farm or Ranch	3,767	829	4,596	1.1
In an Occupation Directly Related to Farming or Ranching	18,042	10,355	28,397	6.9
TOTAL IDENTIFIED	197,114	213,843	410,957	100.0

AGE OF DEGREE OF FARM INTEREST DATA

Age (Months)	Own or Operate a Farm or Ranch				Employed on a Farm or Ranch			
	Paid	Qualified Non-Paid	Total	%	Paid	Qualified Non-Paid	Total	%
37 or more	36,160		36,160	9.6	1,350		1,350	29.4
25-36	15,836	5,997	21,833	5.8	1,078	188	1,266	27.6
13-24	27,930	41,477	69,407	18.3	867	567	1,434	31.1
1-12	95,379	155,185	250,564	66.3	472	74	546	11.9
TOTAL	175,305	202,659	377,964	100.0	3,767	829	4,596	100.0

AGE OF DEGREE OF FARM INTEREST DATA

Age (Months)	In an Occupation Directly Related to Farming or Ranching				Total			
	Paid	Qualified Non-Paid	Total	%	Paid	Qualified Non-Paid	Total	%
37 or more	5,355	163	5,518	19.4	42,865	163	43,028	10.5
25-36	2,398	3,450	5,848	20.6	19,312	9,635	28,947	7.0
13-24	3,203	2,500	5,703	20.1	32,000	44,544	76,544	18.6
1-12	7,086	4,242	11,328	39.9	102,937	159,501	262,438	63.9
TOTAL	18,042	10,355	28,397	100.0	197,114	213,843	410,957	100.0

3A4. READERS PER COPY:

# of Readers per copy	
1	195,266
2	134,270
3	42,220
4	22,013
5	6,089
6	3,560
7+	7,539
Total Respondents	410,957
Average Readers per copy	2.0

ANALYSIS OF SUBSCRIBER AGE

Subscriber Age	Count	%
Under 35	19,294	4.7
35-44	48,605	11.7
45-54	115,415	27.8
55-64	89,215	21.5
Over 64	142,421	34.3
Total	414,950	100.0

Number of readers per copy information was obtained from responses to a subscriber demographic qualification form (See Page 7) and is not projected. Total respondents to the question, “# of people who read your copy” was 410,957 or 93.4% of total circulation.

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CORN DEMOGRAPHIC DATA

Acres	Paid	Qualified Non-Paid	Total	%
1-99	56,235	32,488	88,723	27.2
100-249	36,898	42,523	79,421	24.3
250+	47,690	103,611	151,301	46.3
Acre Size Undisclosed	4,825	2,250	7,075	2.2
TOTAL	145,648	180,872	326,520	100.0

SOYBEANS DEMOGRAPHIC DATA

Acres	Paid	Qualified Non-Paid	Total	%
1-99	49,803	36,273	86,076	27.9
100-249	33,400	45,204	78,604	25.5
250+	40,758	96,958	137,716	44.6
Acre Size Undisclosed	4,089	2,128	6,217	2.0
TOTAL	128,050	180,563	308,613	100.0

HAY DEMOGRAPHIC DATA

Acres	Paid	Qualified Non-Paid	Total	%
1-99	84,941	63,486	148,427	65.0
100-249	24,499	20,425	44,924	19.7
250+	12,008	12,302	24,310	10.6
Acre Size Undisclosed	7,202	3,559	10,761	4.7
TOTAL	128,650	99,772	228,422	100.0

WHEAT DEMOGRAPHIC DATA

Acres	Paid	Qualified Non-Paid	Total	%
1-99	61,784	60,712	122,496	51.1
100-249	17,885	27,540	45,425	18.9
250+	18,747	46,781	65,528	27.3
Acre Size Undisclosed	4,373	1,979	6,352	2.7
TOTAL	102,789	137,012	239,801	100.0

Summary on Crops	Paid	Qualified Non-Paid	Total
Total Corn	145,648	180,872	326,520
Total Soybeans	128,050	180,563	308,613
Total Hay	128,650	99,772	228,422
Total Wheat	102,789	137,012	239,801

BEEF COWS DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%
1-49	53,876	37,416	91,292	50.4
50-99	18,702	16,627	35,329	19.5
100+	18,592	24,589	43,181	23.8
Herd Size Undisclosed	7,883	3,450	11,333	6.3
TOTAL	99,053	82,082	181,135	100.0

FED CATTLE DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%
1-49	32,604	23,318	55,922	48.2
50-199	16,643	16,131	32,774	28.2
200+	10,132	12,956	23,088	19.9
Herd Size Undisclosed	3,314	1,040	4,354	3.7
TOTAL	62,693	53,445	116,138	100.0

HOGS DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%
1-499	21,655	9,885	31,540	46.7
500+	12,929	15,377	28,306	41.9
Herd Size Undisclosed	5,537	2,161	7,698	11.4
TOTAL	40,121	27,423	67,544	100.0

DAIRY DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%
1-49	13,566	3,689	17,255	32.7
50+	16,169	14,247	30,416	57.6
Herd Size Undisclosed	3,708	1,401	5,109	9.7
TOTAL	33,443	19,337	52,780	100.0

Summary on Livestock	Paid	Qualified Non-Paid	Total
Total Beef	102,947	95,432	198,379
Total Hogs	40,121	29,365	69,486
Total Dairy	33,443	21,279	54,723

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AMERICAN FARM INTEREST SURVEY

Help us serve you better. *Thank you!*

My e-mail address is: _____

Yes, e-mail me with news & special offers from your family of publications.

What is your primary interest or occupation with your farm or ranch operation? (*Select one*)

- ☐ Actively farm or ranch (owner/operator)
- ☐ Own but rent out (absentee owner)
- ☐ Am employed on farm or ranch
- ☐ Agribusiness: (occupation) _____

Total Farm Acres _____

How many people read your copy of *SF*? _____

Corn (*Specify acres*)

Total Corn acres: _____

BT Corn (Corn Borer) acres: _____

BT Corn (Rootworm) acres: _____

Roundup Ready Corn acres: _____

Stacked-Trait Corn acres: _____

Corn Seed Brands (*Specify acres*)

DeKalb acres: _____

Mycogen acres: _____

Pioneer acres: _____

Syngenta Seeds (Garst/Golden Harvest/NK): _____

Other acres: _____

Soybeans (*Specify acres*)

Total soybean acres: _____

Roundup Ready soybean acres: _____

Glyphosate acres: _____

STS tolerant acres: _____

Stacked acres: _____

Soybean Seed Brands (*Specify acres*)

Asgrow acres: _____

DeKalb acres: _____

Mycogen acres: _____

Pioneer acres: _____

Stine acres: _____

Syngenta Seeds (Garst/Golden Harvest/NK): _____

Other acres: _____

Other Crops (*Specify acres*)

Total Wheat acres: _____

Total Hay acres: _____

Total Alfalfa acres: _____

Total Grain Sorghum acres: _____

Total Cotton acres: _____

Irrigation (*Specify acres*)

Total irrigated acres: _____

Livestock (*Total number*)

Market Hogs: _____ Fed Cattle: _____

Sows: _____ Calves Backgrounded: _____

Dairy Cows: _____ Horses: _____

Beef Cows: _____

Brand of pickup you drive

- ☐ Chevy (C) ☐ Ford (F) ☐ Nissan (N)
- ☐ Dodge (D) ☐ GMC (G) ☐ Toyota (T)
- ☐ Other _____ (X)

Primary tractor brand

- ☐ Agco (A) ☐ John Deere (J)
- ☐ Case IH (C) ☐ Massey Ferguson (M)
- ☐ Challenger (H) ☐ New Holland (N)
- ☐ Other _____ (X)

Please mail today.

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within 1 Year	2 Years	3 Years	Total	%
Qualified Non-Paid Circulation:					
Direct request from recipient	84,843	4,933	2,034	91,810	39.5
Telecommunications	37,811	7,946	5,133	50,890	21.9
Other Sources	60,188	26,475	3,221	89,884	38.6
Total Qualified Non-Paid Circulation	**182,842**	**39,354**	**10,388**	**232,584**	**100.0**
Percent	**78.6**	**16.9**	**4.5**	**100.0**	
Paid Subscription Circulation				207,471	
Single Copy Sales					
Total Paid & Qualified Non-Paid Circulation				**440,055**	

4 - GEOGRAPHIC ANALYSIS OF PAID & QUALIFIED NON-PAID CIRCULATION

STATE	Paid	Qualified Non-Paid	Total	% of Circ.
Maine	316	98	414	
New Hampshire	187	34	221	
Vermont	294	170	464	
Massachusetts	414	79	493	
Rhode Island	54	9	63	
Connecticut	355	68	423	
NEW ENGLAND	**1,620**	**458**	**2,078**	**0.5**
New York	4,045	2,073	6,118	
New Jersey	617	209	826	
Pennsylvania	5,882	2,274	8,156	
MIDDLE ATLANTIC	**10,544**	**4,556**	**15,100**	**3.4**
Ohio	14,460	10,770	25,230	
Indiana	11,746	13,190	24,936	
Illinois	23,529	25,439	48,968	
Michigan	9,819	6,570	16,389	
Wisconsin	14,642	8,572	23,214	
EAST N. CENTRAL	**74,196**	**64,541**	**138,737**	**31.5**
Minnesota	17,020	20,025	37,045	
Iowa	17,601	32,555	50,156	
Missouri	11,223	11,716	22,939	
North Dakota	5,552	8,821	14,373	
South Dakota	6,375	10,985	17,360	
Nebraska	10,757	20,668	31,425	
Kansas	9,742	14,078	23,820	
WEST N. CENTRAL	**78,270**	**118,848**	**197,118**	**44.8**
Delaware	251	321	572	
Maryland	1,192	985	2,177	
District of Columbia	20	6	26	
Virginia	2,231	1,308	3,539	
West Virginia	946	240	1,186	
North Carolina	2,585	2,921	5,506	
South Carolina	1,035	1,060	2,095	
Georgia	1,702	1,466	3,168	
Florida	1,290	420	1,710	
SOUTH ATLANTIC	**11,252**	**8,727**	**19,979**	**4.6**

STATE	Paid	Qualified Non-Paid	Total	% of Circ.
Kentucky	2,996	3,033	6,029	
Tennessee	2,579	2,253	4,832	
Alabama	1,258	878	2,136	
Mississippi	791	2,032	2,823	
EAST S. CENTRAL	**7,624**	**8,196**	**15,820**	**3.6**
Arkansas	1,266	3,799	5,065	
Louisiana	651	1,889	2,540	
Oklahoma	2,750	3,350	6,100	
Texas	5,219	6,939	12,158	
WEST S. CENTRAL	**9,886**	**15,977**	**25,863**	**5.9**
Montana	1,978	2,290	4,268	
Idaho	1,245	1,021	2,266	
Wyoming	704	404	1,108	
Colorado	2,788	2,934	5,722	
New Mexico	434	441	875	
Arizona	650	334	984	
Utah	611	230	841	
Nevada	254	43	297	
MOUNTAIN	**8,664**	**7,697**	**16,361**	**3.7**
Alaska	144	27	171	
Washington	1,856	1,418	3,274	
Oregon	1,415	577	1,992	
California	1,827	1,535	3,362	
Hawaii	49	9	58	
PACIFIC	**5,291**	**3,566**	**8,857**	**2.0**
Miscellaneous				
U.S. Unclassified				
UNITED STATES	**207,347**	**232,566**	**439,913**	**100.0**
U.S. Circ. Percent of Grand Total				**100.0**
Poss. & Other Areas		3	3	0.0
U.S. & POSS., etc.	**207,347**	**232,569**	**439,916**	**100.0**
Canada	76	12	88	0.0
International	37		37	0.0
Other Unclassified				
Military or Civilian Personnel Overseas	11	3	14	0.0
GRAND TOTAL	**207,471**	**232,584**	**440,055**	**100.0**

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ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2009

5 - AUTHORIZED PRICES See Par. 11(c)

Sales Are Net Of Premium Values
Basic Prices: Subscriptions: 1 yr. $15.95; 2 yrs. $27.95; 3 yrs. $39.95; 4 yrs. $51.95; 5 yrs. $63.95. International, 1 yr. $27.95.
Single Copy: $2.95.

Basic & higher than basic:	30,662
75% - 99% of basic:	669
50% - 74% of basic:	15,082
25% - 49% of basic:	56
Less than 25% of basic:	99
Total Subscriptions Sold in Period	**46,568**

6 - DURATION OF SUBSCRIPTIONS SOLD

1 to 12 months	30,635
13 to 24 months	11,541
25 to 36 months	3,930
37 to 60 months	460
More than 60 months	2
Total Subscriptions Sold in Period	**46,568**

7 - CHANNELS OF SUBSCRIPTION SALES

Ordered by mail and/or directly requested by subscriber	42,815
Ordered through salespeople:	
Catalog agencies and individual agents	1,217
Publisher's own and other publishers' salespeople	2,536
Independent agencies' salespeople	None
Newspaper agencies	None
Members of schools, churches, fraternal and similar organizations	None
Association memberships	None
All other channels	None
Total Subscriptions Sold in Period	**46,568**

8 - USE OF PREMIUMS

Ordered without premium	46,568
Ordered with material reprinted from this publication	None
Ordered with other premiums	None
Total Subscriptions Sold in Period	**46,568**

ADDITIONAL CIRCULATION INFORMATION

9 - POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Average number of copies served on subscriptions not more than three months after expiration..... 11,747 5.7%

10 - FIVE YEAR ANNUAL TRENDS: Total average paid & qualified non-paid circulation as reported in June and December Publisher's Statements

	2005	2006	2007	2008	2009
% Post Exp. Copies:	5.2	2.9	6.6	7.5	8.7
% Individual:	69.5	67.3	64.6	56.9	48.8
% Gift:	7.1	6.8	6.1	4.3	2.2
% Association:					
% Mail Subscriptions Special:					
% School:					
%Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:					
% Direct Request:	6.2	10.6	13.4	15.9	16.3
% Telecommunications:	10.9	9.7	8.6	11.8	13.1
% Other Sources:	6.3	5.6	7.3	11.1	19.6

11 - EXPLANATORY

Latest Released Audit Report Issued for 12 months ended June 30, 2008

Variation from Publisher's Statements

Audit Period Ended	Rate Base Paid	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)	Audit Report (Qualified Non-Paid)	Publisher's Statements (Qualified Non-Paid)	Difference (Qualified Non-Paid)	Percentage of Difference (Qualified Non-Paid)
06-30-08	None Claimed	287,672	287,670	2	0.0	150,464	152,402	-1,938	-1.3
06-30-07	None Claimed	324,516	324,516			115,496	115,496		
06-30-06	None Claimed	328,336	329,138	-802	-0.2	112,718	112,800	-82	-0.1
06-30-05	None Claimed	347,575	348,217	-642	-0.2	93,650	93,933	-283	-0.3
06-30-04	None Claimed	378,380	378,380			63,187	63,187		

(a) The total number of Gift Subscriptions sold during this statement period was 34 at 1 yr. $7.98.

(b) Other Sources, averaging 97,991 copies per issue represent copies served to large acreage producers identified from recognized directories and databases.

(c) Authorized prices with 5% of more of total subscription sales:

1 yr. $7.98	1 yr. $15.95	1 yr. $35.95
2 yrs. $15.95	2 yrs. $12.95	3 yrs. $39.95

(d) A sweepstakes contest was conducted by the publisher during this statement period. The prize consisted of a $10,000 cash prize. The award is not contingent upon subscribing.

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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Meredith Corporation

Signed: January 28, 2010	**DAVID BALL**	**SCOTT MORTIMER**	Member Number
	VP, Consumer Marketing	Publisher	05-0170-0

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	Analyzed Issue Date	09/01/09
05-0170-0	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	2.95
	Association Subscription Price	
	U.S. Subscription Price	15.95
	Canadian Subscription Price	
	International Subscription Price	27.95