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of Circulations
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**FARM PUBLICATION
PUBLISHER'S STATEMENT**

For the 6 month period ending June 30, 2009
Subject to Audit

Paid & Qualified Non-Paid Circulation Form



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

1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION

	Averages for Period	% of Total
	440,276	
AVERAGE PAID CIRCULATION		
Subscriptions:		
Individual	225,440	51.2
Gift, See Par. 11(a)	12,641	2.9
Total Subscriptions	238,081	54.1
Single Copy Sales:		
Total Single Copy Sales		
Total Average Paid Circulation	238,081	
AVERAGE QUALIFIED NON-PAID CIRCULATION		
Direct request from recipient	62,766	14.2
Telecommunications	61,484	14.0
Other Sources, See Par. 11(b)	77,945	17.7
Total Average Qualified Non-Paid Circulation	202,195	
Total Average Paid & Qualified Non-Paid Circulation	440,276	100.0
Advertising Rate Base/Circulation Guarantee	None Claimed	
AVERAGE NON-QUALIFIED CIRCULATION		
Checking and Promotion copies to advertisers and agencies	2,289	
Miscellaneous, Including Staff Copies	3,441	
Total Average Non-Qualified Circulation	5,730	

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

Edition	Number of Issues	Paid Circulation	Qualified Non-Paid			Total Qualified Non-Paid	Total
			Direct Request from Recipient	Telecommunications	Other Sources		
Illinois	7	27,028	7,219	6,448	10,583	24,250	51,278
Indiana	7	13,038	4,380	4,070	3,946	12,396	25,434
Iowa	7	19,429	11,583	10,586	10,071	32,240	51,669
Kansas	7	11,448	3,020	3,151	5,182	11,353	22,801
Michigan	7	11,238	1,687	1,711	2,316	5,714	16,952
Minnesota	7	19,470	6,146	5,606	6,890	18,642	38,112
Missouri	7	13,019	3,364	3,320	3,664	10,348	23,367
Nebraska	7	11,861	6,232	6,665	8,075	20,972	32,833
Ohio	7	15,924	3,428	3,295	2,975	9,698	25,622
Wisconsin	7	17,108	1,859	1,138	3,410	6,407	23,515
Dakotas	7	13,514	6,036	5,962	6,255	18,253	31,767
Eastern	7	13,917	1,024	1,343	1,345	3,712	17,629
Western	7	16,240	1,376	1,642	3,157	6,175	22,415
North Central	7	173,075	54,955	51,951	63,366	170,272	343,347
Southern	7	34,849	5,411	6,548	10,077	22,036	56,885

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

Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Jan.	241,439	198,737	440,176	5,621
Feb.	240,140	202,556	442,696	6,672
Mid-Feb.	239,995	202,052	442,047	6,236
Mar.	235,901	201,222	437,123	5,449
Mid-Mar.	239,322	200,143	439,465	5,408
Apr.	236,302	203,898	440,200	5,379
May/June	233,464	206,756	440,220	5,346
Total Average	238,081	202,195	440,276	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 MID-MARCH, 2009 ISSUE IN WHICH:

- PAID CIRCULATION WAS 0.5% 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 Mid-March, 2009 issue.

1. Number

The information is based on an analysis of the Mid-March, 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 92.5% of the total paid and qualified non-paid circulation of the Mid-March, 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 2008.

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

	Paid and Qualified	Non-Paid Circulation	
Total Subscriptions as of Mid-March, 2009 issue	439,465		
Total number reviewed	439,465		(100% of total paid and qualified non-paid circulation)
Total number identified as to:			
Degree of Farm Interest	406,700		92.5%
Demographic Data	406,700		92.5%

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

	Paid	Qualified Non-Paid	Total	% of Identified
Own or operate a Farm or Ranch	196,664	162,209	358,873	94.5
Employed on a Farm or Ranch	10,435	3,645	14,080	3.7
In an Occupation Directly Related to Farming or Ranching.....	6,071	736	6,807	1.8
TOTAL IDENTIFIED.....	213,170	166,590	379,760	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	45,530		45,530	12.7	5,272		5,272	37.4
25-36	15,009	7,667	22,676	6.3	1,627	127	1,754	12.5
13-24	20,830	14,509	35,339	9.9	1,407	298	1,705	12.1
1-12	115,295	140,033	255,328	71.1	2,129	3,220	5,349	38.0
TOTAL	196,664	162,209	358,873	100.0	10,435	3,645	14,080	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	2,975		2,975	43.7	53,777		53,777	14.1
25-36	1,096	224	1,320	19.4	17,732	8,018	25,750	6.8
13-24	641	152	793	11.6	22,878	14,959	37,837	10.0
1-12	1,359	360	1,719	25.3	118,783	143,613	262,396	69.1
TOTAL	6,071	736	6,807	100.0	213,170	166,590	379,760	100.0



3A4. READERS PER COPY:

of Readers per copy

1	193,440
2	131,720
3	42,051
4	22,350
5	6,187
6	3,703
7+	7,249
Total Respondents	<u>406,700</u>
Average Readers per copy	1.9

ANALYSIS OF SUBSCRIBER AGE

Subscriber Age	Count	%
Under 35	20,119	4.8
35-44	51,770	12.2
45-54	119,180	28.1
55-64	88,705	21.0
Over 64	<u>143,602</u>	<u>33.9</u>
Total	423,376	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 406,700 or 92.4% of total circulation.

CORN DEMOGRAPHIC DATA

Acres	Qualified		Total	%	U.S. Census of Agriculture, 2002
	Paid	Non-Paid			
1-99	64,801	22,118	86,919	26.3	181,439
100-249	40,316	35,986	76,302	23.1	82,483
250+	51,948	107,373	159,321	48.2	84,668
Acre Size Undisclosed	5,956	1,829	7,785	2.4	
TOTAL	163,021	167,306	330,327	100.0	348,590

SOYBEANS DEMOGRAPHIC DATA

Acres	Qualified		Total	%	U.S. Census of Agriculture, 2002
	Paid	Non-Paid			
1-99	56,801	28,931	85,732	28.1	145,282
100-249	36,632	41,576	78,208	25.6	81,993
250+	43,681	91,011	134,692	44.1	90,336
Acre Size Undisclosed	4,978	1,866	6,844	2.2	
TOTAL	142,092	163,384	305,476	100.0	317,611

HAY DEMOGRAPHIC DATA

Acres	Qualified		Total	%	U.S. Census of Agriculture, 2002
	Paid	Non-Paid			
1-99	95,758	51,260	147,018	65.1	714,590
100-249	27,385	16,392	43,777	19.4	112,385
250+	13,407	10,639	24,046	10.6	43,566
Acre Size Undisclosed	8,824	2,177	11,001	4.9	
TOTAL	145,374	80,468	225,842	100.0	870,541

WHEAT DEMOGRAPHIC DATA

Acres	Qualified		Total	%	U.S. Census of Agriculture, 2002
	Paid	Non-Paid			
1-99	68,721	51,436	120,157	53.6	87,571
100-249	19,506	24,069	43,575	19.4	34,401
250+	20,843	33,085	53,928	24.1	47,556
Acre Size Undisclosed	5,140	1,362	6,502	2.9	
TOTAL	114,210	109,952	224,162	100.0	169,528

Summary on Crops	Paid	Qualified Non-Paid	Total
Total Corn	163,021	167,306	330,327
Total Soybeans	142,092	163,384	305,476
Total Hay	145,374	80,468	225,842
Total Wheat	114,210	109,952	224,162

BEEF COWS DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%	U.S. Census of Agriculture, 2002
1-49	61,355	21,870	83,225	48.2	632,810
50-99	21,082	14,089	35,171	20.3	89,874
100+	20,878	22,090	42,968	24.9	73,752
Herd Size Undisclosed	9,308	2,181	11,489	6.6	
TOTAL	112,623	60,230	172,853	100.0	796,436

FED CATTLE DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%	U.S. Census of Agriculture, 2002
1-49	35,783	11,113	46,896	44.0	81,729
50-199	18,201	13,952	32,153	30.2	15,764
200+	11,164	11,910	23,074	21.7	8,485
Herd Size Undisclosed	3,640	735	4,375	4.1	
TOTAL	68,788	37,710	106,498	100.0	105,978

HOGS DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%	U.S. Census of Agriculture, 2002
1-499	24,036	7,914	31,950	47.1	56,468
500+	14,009	14,195	28,204	41.5	25,560
Herd Size Undisclosed	6,232	1,527	7,759	11.4	
TOTAL	44,277	23,636	67,913	100.0	82,028

DAIRY DEMOGRAPHIC DATA

Head	Paid	Qualified Non-Paid	Total	%	U.S. Census of Agriculture, 2002
1-49	15,179	3,624	18,803	35.1	48,260
50+	17,884	11,813	29,697	55.3	43,729
Herd Size Undisclosed	4,203	955	5,158	9.6	
TOTAL	37,266	16,392	53,658	100.0	91,989

Summary on Livestock	Paid	Qualified Non-Paid	Total
Total Beef	116,704	81,521	198,226
Total Hogs	44,277	23,636	67,913
Total Dairy	37,266	16,392	53,658

AMERICAN FARM INTEREST SURVEY

Help us help you! The more we know about your farm, the better we can serve you.

Please check the square(s) below that most nearly applies to you:

- Actively farm or ranch
- Own but rent out
- Am employed on farm/ranch
- Agri-business: (Occupation) _____

◆ Corn (specify acres)

- Total Corn Acres _____
- BT Corn (Corn Borer) Acres _____
- BT Corn (Root Worm) Acres _____
- Round-Up Ready Corn Acres _____
- Stacked-Trait Corn Acres _____
- No-Till Corn Acres _____
- Minimum-Tilled Corn Acres _____
- Conventional Tilled Corn Acres _____

◆ Soybeans (specify acres)

- Total Soybean Acres _____
- Round-Up Ready Soybean Acres _____
- Conventional Tilled Soybean Acres _____
- No-Till Soybean Acres _____
- Minimum-Tilled Soybean Acres _____
- Soybean Cyst Nematode Acres _____

◆ Other Crops (specify acres)

- Total Wheat Acres _____
- Total Hay Acres _____
- Total Alfalfa Acres _____
- Total Grain Sorghum Acres _____

◆ Irrigation (specify acres)

- Total Irrigation Acres _____

◆ Livestock (total number)

- Hogs _____
- Sows _____
- Dairy Cows (owned) _____
- Dairy Heifers (owned) _____
- Rolling Herd Average _____
- Fed Cattle _____
- Beef Cows (owned) _____
- Calves' Backgrounded _____
- _____
- Number of people who read your copy _____
- Make of pickup you drive _____
- Most recent model/year _____
- Primary tractor brand _____
- 2-wheel or 4-wheel drive _____
- ATV make & model _____

3B - AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient	52,869	7,015	2,315	62,199	31.1
Telecommunications	51,706	9,702	1,076	62,484	31.2
Other Sources	61,764	7,189	6,507	75,460	37.7
Total Qualified Non-Paid Circulation	166,339	23,906	9,898	200,143	100.0
Percent	83.1	11.9	5.0	100.0	
Paid Subscription Circulation				239,322	
Single Copy Sales					
Total Paid & Qualified Non-Paid Circulation				439,465	

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

STATE	Paid	Qualified Non-Paid	Total	% of Circ.
Maine	406	62	468	
New Hampshire	240	18	258	
Vermont	353	136	489	
Massachusetts	507	26	533	
Rhode Island	71	6	77	
Connecticut	442	36	478	
NEW ENGLAND	2,019	284	2,303	0.5
New York	4,713	1,592	6,305	
New Jersey	718	168	886	
Pennsylvania	6,818	1,607	8,425	
MIDDLE ATLANTIC	12,249	3,367	15,616	3.6
Ohio	16,126	9,519	25,645	
Indiana	13,017	12,249	25,266	
Illinois	26,748	24,027	50,775	
Michigan	11,129	5,597	16,726	
Wisconsin	17,073	6,180	23,253	
EAST N. CENTRAL	84,093	57,572	141,665	32.2
Minnesota	19,156	18,524	37,680	
Iowa	19,214	31,706	50,920	
Missouri	12,959	10,272	23,231	
North Dakota	6,163	7,270	13,433	
South Dakota	7,060	10,899	17,959	
Nebraska	12,152	20,901	33,053	
Kansas	11,231	11,303	22,534	
WEST N. CENTRAL	87,935	110,875	198,810	45.2
Delaware	284	276	560	
Maryland	1,430	829	2,259	
District of Columbia	23	1	24	
Virginia	2,765	938	3,703	
West Virginia	1,208	106	1,314	
North Carolina	3,179	2,242	5,421	
South Carolina	1,283	868	2,151	
Georgia	2,084	1,027	3,111	
Florida	1,704	347	2,051	
SOUTH ATLANTIC	13,960	6,634	20,594	4.7

STATE	Paid	Qualified Non-Paid	Total	% of Circ.
Kentucky	3,788	2,245	6,033	
Tennessee	3,235	1,602	4,837	
Alabama	1,650	607	2,257	
Mississippi	948	1,615	2,563	
EAST S. CENTRAL	9,621	6,069	15,690	3.6
Arkansas	1,691	2,770	4,461	
Louisiana	836	1,589	2,425	
Oklahoma	3,455	885	4,340	
Texas	6,630	3,932	10,562	
WEST S. CENTRAL	12,612	9,176	21,788	5.0
Montana	2,301	531	2,832	
Idaho	1,459	514	1,973	
Wyoming	831	266	1,097	
Colorado	3,197	2,227	5,424	
New Mexico	535	230	765	
Arizona	888	265	1,153	
Utah	741	103	844	
Nevada	309	25	334	
MOUNTAIN	10,261	4,161	14,422	3.3
Alaska	170	10	180	
Washington	2,262	517	2,779	
Oregon	1,659	199	1,858	
California	2,260	1,259	3,519	
Hawaii	62	5	67	
PACIFIC	6,413	1,990	8,403	1.9
Miscellaneous				
U.S. Unclassified				
UNITED STATES	239,163	200,128	439,291	100.0
U.S. Circ. Percent of				
Grand Total				100.0
Poss. & Other Areas				
U.S. & POSS., etc.	239,163	200,128	439,291	100.0
Canada	95	12	107	0.0
International	49		49	0.0
Other Unclassified				
Military or Civilian				
Personnel Overseas	15	3	18	0.0
GRAND TOTAL	239,322	200,143	439,465	100.0

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 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: 13,863
 75% - 99% of basic: 2,157
 50% - 74% of basic: 25,436
 25% - 49% of basic: 3,526
 Less than 25% of basic: 1,011
Total Subscriptions Sold in Period 45,993

6 - DURATION OF SUBSCRIPTIONS SOLD

1 to 12 months 21,395
 13 to 24 months 19,133
 25 to 36 months 4,297
 37 to 60 months 1,165
 More than 60 months 3
Total Subscriptions Sold in Period 45,993

7 - CHANNELS OF SUBSCRIPTION SALES

Ordered by mail and/or directly requested by subscriber. 42,623
 Ordered through salespeople:
 Catalog agencies and individual agents 393
 Publisher's own and other publishers' salespeople. 2,977
 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 45,993

8 - USE OF PREMIUMS

Ordered without premium 45,993
 Ordered with material reprinted from this publication None
 Ordered with other premiums None
Total Subscriptions Sold in Period 45,993

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. 25,693 10.8%

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

	2004	2005	2006	2007	2008
% Post Exp. Copies:	3.2	5.2	2.9	6.6	6.9
% Individual:	76.0	69.5	67.3	64.6	83.8
% Gift:	5.5	7.1	6.8	6.1	6.5
% Association:					
% Mail Subscriptions Special:					
% School:					
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:					
% Direct Request:	3.4	6.2	10.6	13.4	3.9
% Telecommunications:	9.7	10.9	9.7	8.6	2.9
% Other Sources:	5.4	6.3	5.6	7.3	2.9



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 25 at 1 yr. \$7.98.

(b) Other Sources, averaging 77,945 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		
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 Bush Hog Trail Hand 4400 ATV. 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: August 11, 2009

DAVID BALL

VP, Consumer Marketing

SCOTT MORTIMER

Publisher

Member Number

05-0170-0

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05-0170-0	Analyzed Issue Date	03/15/09
	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