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of Circulations
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**FARM PUBLICATION
MULTIMEDIA STATEMENT**

For the 6 month period ending December 31, 2010

Subject to Audit

Paid & Qualified Non-Paid Circulation Form

FARMER MONTHLY

Field Served: Serving the potato and commercial vegetable industries including processing and fresh market growers, bedding plant and greenhouse vegetable growers, packers, canners, processors, merchandisers, and retailers.

Frequency: Monthly

Format: Standard

Established: 1993
ABC Member since: 1993
Any Farm Association, Inc.
1234 Street, Anytown, WI 00000
Phone: 212-210-0725
Fax: 212-210-0111
www.farmmonthly.com
JANE DOE
Publisher
JOHN DOE
Circulation Director

AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION for Six Months Ending December 31, 2010

Average Paid Circulation	8,462	
Average Qualified Non-Paid Circulation	19,706	
TOTAL AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION.		28,168

FARMWEB.COM ACTIVITY for the month of November 2010

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.	
Page Impressions	113,030	3,768	4,089	3,127	
Unique Users	38,359	1,559	1,695	1,286	38,359

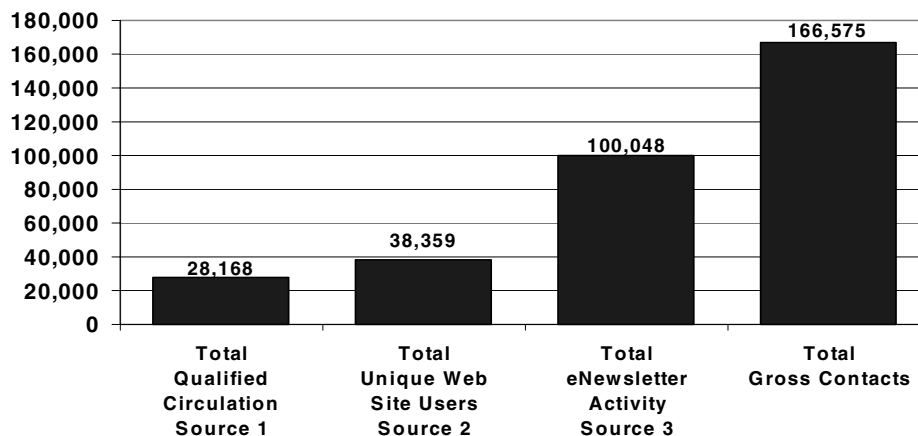
Website activity audited by ABCi (See Par. 11)

FARMNEWS DISTRIBUTION for the November 2010 Issue

Net Delivered	100,048
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TOTAL GROSS CONTACTS	166,575
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TOTAL GROSS CONTACTS



Source 1 Total qualified circulation for six months ending December 31, 2010 of FARMER MONTHLY (subject to audit)
Source 2 Total unique users of http://www.farmweb.com - November, 2010 ABVS Interactive Audit
Source 3 Total eNewsletter Activity for the November 2010 issue of FARMnews - ABVS Interactive Audit

Gross data are contained in this Multimedia Report. There was no attempt made to eliminate any duplication that may exist.