



Audit Bureau  
of Circulations  
48 W Seegers Road  
Arlington Heights, IL 60005-3913  
(224) 366-6939  
FAX: (224) 366-6949  
www.accessabc.com

# FARM PUBLICATION PUBLISHER'S STATEMENT

For the 6 month period ending

Subject to Audit

## Paid & Qualified Non-Paid Circulation Form

Established: 19   
ABC Member since: xxxx

Name   
Address   
Phone   
Fax

SRDS XXX

Publisher

Editor

Field Served: Rewrite only if change has occurred.

Frequency:

Format:  Standard, Tabloid, Digest,  
Broadsheet, CD ROM, Other

Circle One

Check One

This publication is the official journal of an association.  
 This is an independent publication not directly related to or affiliated with any association.  
This form, printed on ivory paper, is used by business publications having paid and/or qualified non-paid circulation.

### 1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION

#### AVERAGE PAID CIRCULATION

Subscriptions:

	Averages for Period	% of Total
Individual .....	<input type="text"/>	<input type="text"/>
Gift .....	<input type="text"/>	<input type="text"/>
Association, See Par. 11(a) .....	<input type="text"/>	<input type="text"/>
Mail Subscriptions Special .....	<input type="text"/>	<input type="text"/>
School .....	<input type="text"/>	<input type="text"/>
Bulk .....	<input type="text"/>	<input type="text"/>
<b>Total Subscriptions</b> .....	<input type="text"/>	<input type="text"/>

Single Copy Sales:

Individual .....	<input type="text"/>	<input type="text"/>
Bulk .....	<input type="text"/>	<input type="text"/>
<b>Total Single Copy Sales</b> .....	<input type="text"/>	<input type="text"/>

**Total Average Qualified Paid Circulation** .....

#### AVERAGE QUALIFIED NON-PAID CIRCULATION

Direct request from recipient .....	<input type="text"/>	<input type="text"/>
Telecommunications .....	<input type="text"/>	<input type="text"/>
Other Sources, See Par. 11(b) .....	<input type="text"/>	<input type="text"/>

**Total Average Qualified Non-Paid Circulation** .....

**Total Average Paid & Qualified Non-Paid Circulation** .....

**100.0**

Advertising Rate Base/Circulation Guarantee .....

None Claimed

#### AVERAGE NON-QUALIFIED CIRCULATION

Rotated or occasional:

Mailed .....	<input type="text"/>	<input type="text"/>
Field sales .....	<input type="text"/>	<input type="text"/>
Allocated for shows and conventions .....	<input type="text"/>	<input type="text"/>
Checking and Promotion copies to advertisers and agencies .....	<input type="text"/>	<input type="text"/>
Miscellaneous, Including Staff Copies .....	<input type="text"/>	<input type="text"/>

**Total Average Non-Qualified Circulation** .....

**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 Circulation	Total
			Direct Request from Recipient	Telecommunications	Other Sources		

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

Issue	Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Jan./July				
Feb./Aug.				
Mar./Sept.				
Apr./Oct.				
May/Nov.				
June/Dec.				
<b>Total Average</b>				

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER, 2003 ISSUE IN WHICH:

- PAID CIRCULATION WAS 0.00% GREATER/LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.00% GREATER/LESS THAN THE PERIOD AVERAGE

**3A - DEMOGRAPHICS**

Optional and not required.

**3B - AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Direct request from recipient .....					
Telecommunications .....					
Other Sources .....					
<b>Total Qualified Non-Paid Circulation .....</b>					<b>100.0</b>
<b>Percent .....</b>				<b>100.0</b>	
Paid Subscription Circulation.....					
Single Copy Sales .....					
<b>Total Paid &amp; Qualified Non-Paid Circulation .....</b>					

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

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.	STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Maine .....							Kentucky.....						
New Hampshire .....							Tennessee .....						
Vermont .....							Alabama .....						
Massachusetts.....							Mississippi .....						
Rhode Island .....							<b>EAST S. CENTRAL</b>						
Connecticut.....							Arkansas .....						
<b>NEW ENGLAND</b>							Louisiana.....						
New York .....							Oklahoma.....						
New Jersey.....							Texas .....						
Pennsylvania .....							<b>WEST S. CENTRAL</b>						
<b>MIDDLE ATLANTIC</b>							Montana .....						
Ohio .....							Idaho .....						
Indiana.....							Wyoming.....						
Illinois.....							Colorado.....						
Michigan .....							New Mexico.....						
Wisconsin .....							Arizona .....						
<b>EAST N. CENTRAL</b>							Utah.....						
Minnesota .....							Nevada.....						
Iowa .....							<b>MOUNTAIN</b>						
Missouri .....							Alaska.....						
North Dakota .....							Washington.....						
South Dakota.....							Oregon .....						
Nebraska .....							California .....						
Kansas.....							Hawaii.....						
<b>WEST N. CENTRAL</b>							<b>PACIFIC</b>						
Delaware .....							Miscellaneous.....						
Maryland.....							U.S. Unclassified .....						
District of Columbia .....							<b>UNITED STATES</b>						<b>100.0</b>
Virginia.....							U.S. Circ. Percent of Grand Total.....						
West Virginia.....							Poss. & Other Areas...						
North Carolina .....							<b>U.S. &amp; POSS., etc.</b>						
South Carolina.....							Canada.....						
Georgia.....							International.....						
Florida.....							Other Unclassified.....						
<b>SOUTH ATLANTIC</b>							Military or Civilian Personnel Overseas..						
							<b>GRAND TOTAL</b>						<b>100.0</b>

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

<b>PROVINCE</b>	<b>Subs.</b>	<b>Single Copy Sales</b>	<b>Total Paid</b>	<b>Qualified Non-Paid</b>	<b>Total Paid &amp; Qualified Non-Paid</b>	<b>% of Circ.</b>
Newfoundland .....						
Nova Scotia .....						
Prince Edward Island .....						
New Brunswick.....						
Quebec.....						
Ontario.....						
Manitoba.....						
Saskatchewan .....						
Alberta .....						
British Columbia .....						
Northwest Territories .....						
Yukon Territory .....						
Canadian Unclassified .....						
<b>TOTAL CANADA</b>						<b>100.0</b>
Canadian Circ. Percent of Grand Total.....						
British Commonwealth .....						
United States.....						
International .....						
Other Unclassified .....						
Military or Civilian Personnel Overseas.....						
<b>GRAND TOTAL</b>						<b>100.0</b>

**PLEASE COMPLETE THE FORM THAT IS APPROPRIATE FOR YOUR PUBLICATION.**

# ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTION

## Sold During 6 Month Period Ended



### 5 - PRICE DATA: See Par. 11(f)

Sales Are Net Of Premium Values

Average Subscription Price (Net): \$  (optional)  
 Average Subscription Price (Gross): \$  (optional)  
 Basic Prices: Subscriptions: U.S., 1 yr. \$ , 2 yrs. \$   
 Single Copy: \$

Basic & higher than basic: . . . . .	<input type="text"/>
75% - 99% of basic: . . . . .	<input type="text"/>
50% - 74% of basic: . . . . .	<input type="text"/>
25% - 49% of basic: . . . . .	<input type="text"/>
Less than 25% of basic: . . . . .	<input type="text"/>
<b>Total</b> . . . . .	<input type="text"/>

\* \* \* SEE SPECIAL INSTRUCTIONS FOR PAR. 5  
IN FILING PACKET. \* \* \*

### 6 - TERM DATA:

Three years or more . . . . .	<input type="text"/>
Two years or more but less than three . . . . .	<input type="text"/>
One year or more but less than two . . . . .	<input type="text"/>
Less than one year . . . . .	<input type="text"/>
<b>Total</b> . . . . .	<input type="text"/>

\* \* \* Show the number of subscriptions accepted for various periods opposite descriptions applying to them.  
 - Does the total of Par. 6 equal the total of Pars. 5, 7 and 8? \* \* \*

### 7 - SALES CHANNELS:

Ordered by mail and/or directly requested by subscriber . . . . .	<input type="text"/>
Ordered through salespeople:	
Catalog agencies and individual agents . . . . .	<input type="text"/>
Publisher's own and other publishers' salespeople . . . . .	<input type="text"/>
Independent agencies' salespeople . . . . .	<input type="text"/>
Association memberships . . . . .	<input type="text"/>
All other channels . . . . .	<input type="text"/>
<b>Total</b> . . . . .	<input type="text"/>

\* \* \* All other channels - Report subscriptions not reported in other categories. Include an explanation in Par. 11 of who the subscriptions were sold to.

### 8 - PREMIUM USAGE:

Ordered without premium . . . . .	<input type="text"/>
Ordered with reprinted material from this publication, See Par. 11(g) . . . . .	<input type="text"/>
Ordered with other premiums, See Par. 11(h) . . . . .	<input type="text"/>
<b>Total</b> . . . . .	<input type="text"/>

\* \* \* If any premium were offered, was an explanation [item (s), value, term (s) sold] shown in Par. 11?  
 - Does the total of Par. 8 equal the total of Pars. 5, 6 and 7? \* \* \*

\* \* \*  
 Pars. 5 - 8 optional if Total Average Paid Circulation is less than 50% of the Total Average Paid and Qualified Non-Paid Circulation.  
 Phrasing would be "Optional and not required."  
 If there was no paid circulation reported, the phrasing would be "Not applicable."  
 \* \* \*

## 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 None

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

% Post Exp. Copies:  
 % Individual:  
 % Gift:  
 % Association:  
 % Mail Subscriptions Special:  
 % School:  
 % Bulk:  
 % Single Copy Sales:  
 % Direct Request:  
 % Telecommunications:  
 % Other Sources:

ABC TO UPDATE



**11 - EXPLANATORY**

Latest Released Audit Report Issued for 12 months ended December 31, 2002  
 Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & Qualified Non-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)
12-31-02									

**ABC TO UPDATE**

( ) Authorized prices with 5% or more of total subscriptions sales:  
 1 yr. \$36.95      1 yr. \$38.00      1 yr. \$42.00      1 yr. \$64.00

**EXPLANATIONS**

**PLEASE REVIEW YOUR PREVIOUS PUBLISHER'S STATEMENT AND UPDATE ACCORDINGLY. BE SURE TO RETURN A COMPLETE PAR. 10 EXPLANATORY PARAGRAPH WITH YOUR STATEMENT.**

---

**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.**

Date Signed:

**NAME**  
Circulation Director

**NAME**  
Vice President and Publisher

\*\*\* Check for signatures, titles and date signed.\*\*\*

Member Number  
05-0010-0