

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publishers content information.

THE WESTERN PRODUCER is a leading agricultural publication targeted for Canadian farmers and ranchers and has been a staple in the agricultural industry since 1923. Each week The Producer covers the latest developments in agricultural news, production, technology, markets, finance, livestock and rural lifestyles. Commercial producers are the focus with a weekly technical section branded Production/Farming. The Producer reaches a growing national and international audience through its digital brands, daily news and market reports, newsletters and e-blasts. Expansion into commodity market news and weather. Digitally we continue to grow. News bureaus in Calgary, Camrose, Lethbridge, Saskatoon, Regina, Brandon and Winnipeg and an international freelance network ensure comprehensive coverage. Additional supplements inside The Producer provide specialized coverage of the seed industry, cattle industry, canola and pulse industry and farm equipment. The Producer also publishes and distributes show guides for major agricultural trade shows.

FIELD SERVED

THE WESTERN PRODUCER serves agriculture and rural life including agriculture producers and agri-business including farms, ranches, crop & livestock businesses, equipment manufacturers, dealerships and distributors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals within the field served.

CHANNELS

THE WESTERN PRODUCER MAGAZINE



26 issues in the period
 31,984 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
THE WESTERN PRODUCER MAGAZINE (26 issues in the period)	-	31,984	31,984

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,806
Allocated for Trade Shows and Conventions	169
All Other	998
TOTAL	2,973

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,112	97.3	-	-	31,112	97.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	107	0.3	-	-	107	0.3
*Single Copy Sales	765	2.4	-	-	765	2.4
TOTAL QUALIFIED CIRCULATION	31,984	100.0	-	-	31,984	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Single-Copy Sales**	Subscriptions	Qualified Paid		Total Qualified
			Qualified Paid**	Qualified Non-Paid	
January 4	801	29,207	30,008	-	30,008
January 11	801	29,199	30,000	-	30,000
January 18	801	29,551	30,352	-	30,352
January 25	785	29,889	30,674	-	30,674
February 1	785	30,469	31,254	-	31,254
February 8	785	31,231	32,016	-	32,016
February 15	782	31,326	32,108	-	32,108
February 22	782	31,337	32,119	-	32,119
March 1	780	31,213	31,993	-	31,993
March 8	780	31,171	31,951	-	31,951
March 15	777	31,225	32,002	-	32,002
March 22	774	31,214	31,988	-	31,988
March 29	771	31,370	32,141	-	32,141
April 5	771	31,664	32,435	-	32,435
April 12	761	31,831	32,592	-	32,592
April 19	760	31,901	32,661	-	32,661
April 26	759	31,898	32,657	-	32,657
May 3	759	31,886	32,645	-	32,645
May 10	759	31,860	32,619	-	32,619
*May 17	755	31,854	32,609	-	32,609
May 24	735	31,818	32,553	-	32,553
May 31	735	31,771	32,506	-	32,506
June 7	730	31,755	32,485	-	32,485
June 14	725	31,695	32,420	-	32,420
June 21	720	31,686	32,406	-	32,406
June 28	720	31,684	32,404	-	32,404

*Analyzed Issue

**See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 17, 2018

This issue is 2.0% or 649 copies above the average of the other 25 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Canada	Outside Canada
Agriculture producers and agri-business including farms, ranches, crop & livestock businesses, equipment manufacturers, dealerships and distributors	31,854	97.7	-	31,854	31,807	47
Single Copy Sales	755	2.3	-	755	755	-
TOTAL QUALIFIED CIRCULATION	32,609	100.0	-	32,609	32,562	47
PERCENT	100.0		-	100.0	99.9	0.1

Note 1: Qualified recipients include individuals within the field served.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 17, 2018

Paid source information is reported at the option of the publisher.

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 52 issues for \$63.49

PRICES	Total	Percent	USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Offers (≥ 5% of Total Orders)			Ordered without promotional incentive	11,705	94.8
52 Issues for \$25.71	2,706	21.9	Ordered with editorial promotional incentive	-	-
52 Issues for \$92.38	3,706	30.0	*Ordered with other promotional incentive	645	5.2
104 Issues for \$171.83	2,126	17.2			
116 Issues for \$104.17	1,083	8.8			
All Others	2,729	22.1			
TOTAL	12,350	100.0	TOTAL	12,350	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 17, 2018

Provinces	Qualified Paid		Qualified Non-Paid	Total Qualified	Percent
	Single Copy Sales	Subscriptions			
Newfoundland and Labrador	-	-	-	-	-
Prince Edward Island	-	17	-	17	0.1
Nova Scotia	-	29	-	29	0.1
New Brunswick	-	26	-	26	0.1
Quebec	-	68	-	68	0.2
Ontario	3	1,052	-	1,055	3.2
Manitoba	93	3,387	-	3,480	10.7
Saskatchewan	443	14,822	-	15,265	46.8
Alberta, N.W.T and Nunavut	197	10,719	-	10,916	33.5
B.C. and Yukon	19	1,687	-	1,706	5.2
TOTAL FOR CANADA	755	31,807	-	32,562	99.9
United States	-	44	-	44	0.1
Other Foreign	-	3	-	3	-
TOTAL OUTSIDE CANADA	-	47	-	47	0.1
TOTAL QUALIFIED CIRCULATION	755	31,854	32,609	32,609	100.0

ADDITIONAL DATA

PARAGRAPHS 1 & 2 - SINGLE COPY SALES:

Single Copy Sales for the period were calculated as an average as follows: Retailers - 68% of total draw and Distributors - 36% of total draw.
Single Copy Sales - Non-Returnable:

2018 Issue	Single Copy Sales
January 4	417
January 11	417
January 18	417
January 25	408
February 1	408
February 8	408
February 15	407
February 22	407
March 1	406
March 8	406
March 15	404
March 22	402
March 29	401
April 5	401
April 12	396
April 19	395
April 26	395
May 3	395
May 10	395
May 17	393
May 24	382
May 31	382
June 7	380
June 14	377
June 21	374
June 28	374

PROMOTIONAL INCENTIVES:

The following premiums were offered with the basic subscription rates and range in value from \$1.55 to \$8.65.
Ball cap, Cabela gift card, Calculator, Flashlight, Pocket Knife, Mug, Rain gauge, Tim Horton gift card, Tire gauge and Toque.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Gwen Thompson, Supervisor
Carla Vipond, Marketing Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	July 12, 2018
City	Saskatoon
Province	Saskatchewan
Received by BPA Worldwide	July 12, 2018
Type	BD
ID Number	W145B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.