

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, distributors and retired farmers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals within the field served.

CHANNELS

THE WESTERN PRODUCER MAGAZINE



26 issues in the period
31,816 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)	-	31,816	31,816

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,794
Allocated for Trade Shows and Conventions	123
All Other	563
TOTAL	2,480

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,059	97.6	-	-	31,059	97.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	98	0.3	-	-	98	0.3
*Single Copy Sales	659	2.1	-	-	659	2.1
TOTAL QUALIFIED CIRCULATION	31,816	100.0	-	-	31,816	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	
July 5	720	31,683	32,403	-	32,403
July 12	717	31,678	32,395	-	32,395
July 19	714	31,650	32,364	-	32,364
July 26	705	31,598	32,303	-	32,303
August 2	701	31,568	32,269	-	32,269
August 9	676	31,501	32,177	-	32,177
August 16	671	31,458	32,129	-	32,129
August 23	666	31,429	32,095	-	32,095
August 30	666	31,388	32,054	-	32,054
September 6	647	31,351	31,998	-	31,998
September 13	645	31,228	31,873	-	31,873
September 20	645	31,180	31,825	-	31,825
September 27	645	31,131	31,776	-	31,776
October 4	645	31,086	31,731	-	31,731
October 11	645	31,057	31,702	-	31,702
October 18	644	31,009	31,653	-	31,653
October 25	644	30,968	31,612	-	31,612
November 1	644	30,901	31,545	-	31,545
November 8	639	30,814	31,453	-	31,453
*November 15	641	30,744	31,385	-	31,385
November 22	638	30,706	31,344	-	31,344
November 29	635	30,693	31,328	-	31,328
December 6	635	30,745	31,380	-	31,380
December 13	635	30,821	31,456	-	31,456
December 20	632	30,874	31,506	-	31,506
December 27	628	30,842	31,470	-	31,470

*Analyzed Issue

**See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 15, 2018

This issue is 1.4% or 449 copies below 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, distributors, and retired farmers	30,744	98.0	-	30,744	30,696	48
Single Copy Sales	641	2.0	-	641	641	-
TOTAL QUALIFIED CIRCULATION	31,385	100.0	-	31,385	31,337	48
PERCENT	100.0		-	100.0	99.8	0.2

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 15, 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 \$77.86

Prices	Total	Percent
Offers (≥ 5% of Total Orders)		
52 Issues for \$56.55	582	6.2
52 Issues for \$92.38	4,307	45.8
116 Issues for \$104.17	676	7.2
104 Issues for \$171.83	2,420	25.8
All Others	1,409	15.0
TOTAL	9,394	100.0

Use of Free Promotional Incentives	Total	Percent
Ordered without promotional incentive	8,937	95.1
Ordered with editorial promotional incentive	-	-
*Ordered with other promotional incentive	457	4.9
TOTAL	9,394	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 15, 2018

Provinces	Qualified Paid			Qualified Non-Paid	Total Qualified	Percent
	Single Copy Sales	Subscriptions	Qualified Paid			
Newfoundland and Labrador	-	1	1	-	1	-
Prince Edward Island	-	16	16	-	16	-
Nova Scotia	-	29	29	-	29	0.1
New Brunswick	-	22	22	-	22	0.1
Quebec	-	65	65	-	65	0.2
Ontario	3	1,020	1,023	-	1,023	3.3
Manitoba	81	3,294	3,375	-	3,375	10.8
Saskatchewan	363	14,224	14,587	-	14,587	46.5
Alberta, N.W.T and Nunavut	178	10,363	10,541	-	10,541	33.6
B.C. and Yukon	16	1,662	1,678	-	1,678	5.3
TOTAL FOR CANADA	641	30,696	31,337	-	31,337	99.9
United States	-	44	44	-	44	0.1
Other Foreign	-	4	4	-	4	-
TOTAL OUTSIDE CANADA	-	48	48	-	48	0.1
TOTAL QUALIFIED CIRCULATION	641	30,744	31,385	-	31,385	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
July 5	374
July 12	373
July 19	371
July 26	367
August 2	365
August 9	352
August 16	349
August 23	346
August 30	346
September 6	336
September 13	335
September 20	335
September 27	335
October 4	335
October 11	335
October 18	335
October 25	335
November 1	335
November 8	332
November 15	333
November 22	332
November 29	330
December 6	330
December 13	330
December 20	329
December 27	327

PROMOTIONAL INCENTIVES:

The following premiums were offered with the basic subscription rates and range in value from \$1.55 to \$7.35.
Ball cap, Flashlight, Pocket Knife, Mug, Rain gauge, Tim Horton gift card, Tire gauge and Toque.

AVERAGE ANNUAL ORDER PRICE: \$77.86

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	January 17, 2019
City	Saskatoon
Province	Saskatchewan
Received by BPA Worldwide	January 17, 2019
Type	BD
ID Number	W145B0D8

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.