

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
27,343 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)	-	27,343	27,343

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,579
Allocated for Trade Shows and Conventions	125
All Other	491
TOTAL	2,961

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,680	97.6	-	-	26,680	97.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	99	0.4	-	-	99	0.4
*Single Copy Sales	564	2.0	-	-	564	2.0
TOTAL QUALIFIED CIRCULATION	27,343	100.0	-	-	27,343	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Single-Copy Sales**	Qualified Paid			Qualified Non-Paid	Total Qualified
		Subscriptions	Qualified Paid			
July 4	590	27,450	28,040	-	28,040	
July 11	590	27,397	27,987	-	27,987	
July 18	576	27,353	27,929	-	27,929	
July 25	573	27,282	27,855	-	27,855	
August 1	573	27,193	27,766	-	27,766	
August 8	573	27,122	27,695	-	27,695	
August 15	568	27,053	27,621	-	27,621	
August 22	565	27,001	27,566	-	27,566	
August 29	573	26,898	27,471	-	27,471	
September 5	573	26,846	27,419	-	27,419	
September 12	573	26,790	27,363	-	27,363	
September 19	563	26,715	27,278	-	27,278	
September 26	560	26,719	27,279	-	27,279	
October 3	558	26,687	27,245	-	27,245	
October 10	558	26,656	27,214	-	27,214	
October 17	558	26,635	27,193	-	27,193	
October 24	558	26,590	27,148	-	27,148	
October 31	558	26,523	27,081	-	27,081	
November 7	558	26,503	27,061	-	27,061	
November 14	554	26,442	26,996	-	26,996	
*November 21	554	26,448	27,002	-	27,002	
November 28	554	26,408	26,962	-	26,962	
December 5	554	26,360	26,914	-	26,914	
December 12	554	26,351	26,905	-	26,905	
December 19	554	26,328	26,882	-	26,882	
December 26	554	26,491	27,045	-	27,045	

*Analyzed Issue

**See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 21, 2019

This issue is 1.3% or 355 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	26,448	97.9	-	26,448	26,405	43
Single Copy Sales	554	2.1	-	554	554	-
TOTAL QUALIFIED CIRCULATION	27,002	100.0	-	27,002	26,959	43
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 21, 2019

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 \$77.72

Prices	Total	Percent	Use of Free Promotional Incentives	Total	Percent
Offers (≥ 5% of Total Orders)					
52 Issues for \$92.38	4,080	45.8	Ordered without promotional incentive	8,789	98.6
52 Issues for \$55.43	478	5.4	Ordered with editorial promotional incentive	-	-
64 Issues for \$56.55	446	5.0	*Ordered with other promotional incentive	121	1.4
104 Issues for \$171.83	2,187	24.5			
116 Issues for \$104.17	658	7.4			
All Others	1,061	11.9			
TOTAL	8,910	100.0	TOTAL	8,910	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 21, 2019

Provinces	Qualified Paid		Qualified Non-Paid	Total Qualified	Percent
	Single Copy Sales	Subscriptions			
Newfoundland and Labrador	-	1	-	1	-
Prince Edward Island	-	16	-	16	0.1
Nova Scotia	-	24	-	24	0.1
New Brunswick	-	15	-	15	0.1
Quebec	-	63	-	63	0.2
Ontario	-	888	-	888	3.3
Manitoba	76	2,851	-	2,927	10.8
Saskatchewan	303	11,935	-	12,238	45.3
Alberta, N.W.T and Nunavut	165	9,205	-	9,370	34.7
B.C. and Yukon	10	1,407	-	1,417	5.2
TOTAL FOR CANADA	554	26,405	-	26,959	99.8
United States	-	41	-	41	0.2
Other Foreign	-	2	-	2	-
TOTAL OUTSIDE CANADA	-	43	-	43	0.2
TOTAL QUALIFIED CIRCULATION	554	26,448	27,002	27,002	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:

2019 Issue	Single Copy Sales
July 4	307
July 11	307
July 18	300
July 25	298
August 1	298
August 8	298
August 15	295
August 22	294
August 29	298
September 5	298
September 12	298
September 19	293
September 26	291
October 3	290
October 10	290
October 17	290
October 24	290
October 31	290
November 7	290
November 14	288
November 21	288
November 28	288
December 5	288
December 12	288
December 19	288
December 26	288

PROMOTIONAL INCENTIVES:

The following premiums were offered with the basic subscription rates and range in value from \$1.55 to \$17.25. Ball cap, Flashlight, Pocket knife, Tim Horton gift card, Tire gauge, Toque and Smartwatch.

AVERAGE ANNUAL ORDER PRICE: \$77.72

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 24, 2020

City

Saskatoon

Province

Saskatchewan

Received by BPA Worldwide

January 24, 2020

Type

BD

ID Number

W145B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.