

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, retired farmers, other paid subscribers, and single copy sales.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals within the field served.

CHANNELS

THE WESTERN PRODUCER MAGAZINE



26 issues in the period
26,828 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)	-	26,828	26,828

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,549
Allocated for Trade Shows and Conventions	94
All Other	354
TOTAL	1,997

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,216	97.7	-	-	26,216	97.7
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	104	0.4	-	-	104	0.4
*Single Copy Sales	508	1.9	-	-	508	1.9
TOTAL QUALIFIED CIRCULATION	26,828	100.0	-	-	26,828	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Single-Copy Sales**	Subscriptions	Qualified Paid	Qualified Non-Paid	Total Qualified
January 2	554	26,519	27,073	-	27,073
January 9	554	26,426	26,980	-	26,980
January 16	550	26,409	26,959	-	26,959
January 23	550	26,356	26,906	-	26,906
January 30	547	26,349	26,896	-	26,896
February 6	509	26,396	26,905	-	26,905
February 13	547	26,321	26,868	-	26,868
February 20	539	26,202	26,741	-	26,741
February 27	509	26,153	26,662	-	26,662
March 5	522	26,078	26,600	-	26,600
March 12	522	26,161	26,683	-	26,683
March 19	516	26,262	26,778	-	26,778
March 26	517	26,300	26,817	-	26,817
April 2	513	26,427	26,940	-	26,940
April 9	499	26,462	26,961	-	26,961
April 16	495	26,462	26,957	-	26,957
April 23	489	26,439	26,928	-	26,928
April 30	479	26,457	26,936	-	26,936
May 7	480	26,475	26,955	-	26,955
May 14	478	26,387	26,865	-	26,865
*May 21	478	26,329	26,807	-	26,807
May 28	474	26,299	26,773	-	26,773
June 4	474	26,201	26,675	-	26,675
June 11	474	26,172	26,646	-	26,646
June 18	471	26,149	26,620	-	26,620
June 25	471	26,132	26,603	-	26,603

*Analyzed Issue

**See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2020

This issue is 0.1% or 22 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, retired farmers, and other paid subscribers	26,329	98.2	-	26,329	26,288	41
Single Copy Sales	478	1.8	-	478	478	-
TOTAL QUALIFIED CIRCULATION	26,807	100.0	-	26,807	26,766	41
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 MAY 21, 2020

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 \$71.47

Prices	Total	Percent	Use of Free Promotional Incentives	Total	Percent
Offers (≥ 5% of Total Orders)			Ordered without promotional incentive	8,930	97.5
52 Issues for \$92.38	3,532	38.6	Ordered with editorial promotional incentive	-	-
64 Issues for \$56.55	862	9.4	*Ordered with other promotional incentive	225	2.5
104 Issues for \$171.83	2,003	21.9			
116 Issues for \$104.17	1,344	14.7			
All Others	1,414	15.4			
TOTAL	9,155	100.0	TOTAL	9,155	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 21, 2020

Provinces	Qualified Paid			Qualified Non-Paid	Total Qualified	Percent
	Single Copy Sales	Subscriptions	Qualified Paid			
Newfoundland and Labrador	-	2	2	-	2	-
Prince Edward Island	-	16	16	-	16	0.1
Nova Scotia	-	22	22	-	22	0.1
New Brunswick	-	14	14	-	14	-
Quebec	-	61	61	-	61	0.2
Ontario	-	861	861	-	861	3.2
Manitoba	74	2,907	2,981	-	2,981	11.1
Saskatchewan	244	11,786	12,030	-	12,030	44.9
Alberta, N.W.T and Nunavut	150	9,231	9,381	-	9,381	35.0
B.C. and Yukon	10	1,388	1,398	-	1,398	5.2
TOTAL FOR CANADA	478	26,288	26,766	-	26,766	99.8
United States	-	39	39	-	39	0.2
Other Foreign	-	2	2	-	2	-
TOTAL OUTSIDE CANADA	-	41	41	-	41	0.2
TOTAL QUALIFIED CIRCULATION	478	26,329	26,807	-	26,807	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:

2020 Issue	Single Copy Sales
January 2	288
January 9	288
January 16	286
January 23	286
January 30	284
February 6	265
February 13	284
February 20	280
February 27	265
March 5	271
March 12	271
March 19	268
March 26	269
April 2	267
April 9	259
April 16	257
April 23	254
April 30	249
May 7	250
May 14	249
May 21	249
May 28	246
June 4	246
June 11	246
June 18	245
June 25	245

PROMOTIONAL INCENTIVES:

The following premiums were offered with the basic subscription rates and range in value from \$3.42 to \$15.44. Bluetooth Key Finder, Flashlight, Pocket knife and Rain gauge.

AVERAGE ANNUAL ORDER PRICE: \$71.47

PUBLISHER'S AFFIDAVIT

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

Gwen Thompson, Supervisor

Carla Vipond, President of Marketing

(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 17, 2020
City	Saskatoon
Province	Saskatchewan
Received by BPA Worldwide	July 17, 2020
Type	BD
ID Number	W145B0J0

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.