



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 June 2011  
Subject to Audit

**Paid & Qualified Non-Paid Circulation Form**

# HOARD'S DAIRYMAN

Established: 1885  
ABC Member since: 1915

W.D. Hoard and Sons Company  
28 Milwaukee Avenue, West. P.O. Box 801, Fort Atkinson, WI 53538

Phone: 920-563-5551

Fax: 920-563-7298

www.hoards.com

BRIAN V. KNOX

President

STEVEN A. LARSON

Managing Editor

**Field Served:** Commercial Dairying.

**Frequency:** 20 issues per year

**Format:** Standard

<b>Averages for Period</b>	<b>% of Total</b>
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**1 - AVERAGE PAID & QUALIFIED NON-PAID CIRCULATION**

<b>63,317</b>	<b>100.0</b>
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**AVERAGE PAID CIRCULATION**

Subscriptions:		
Individual . . . . .	45,209	71.4
Gift, See Par. 11(a) . . . . .	359	0.6
Mail Subscriptions Special, See Par. 11(b) . . . . .	1,722	2.7
School . . . . .	2	0.0

Total Subscriptions . . . . .	<u>47,292</u>
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Single Copy Sales:

Total Single Copy Sales . . . . .	<u>          </u>
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<b>Total Average Paid Circulation . . . . .</b>	<b><u>47,292</u></b>
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**AVERAGE QUALIFIED NON-PAID CIRCULATION**

Other Sources, See Par. 11(c) . . . . .	16,025	25.3
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<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b><u>16,025</u></b>
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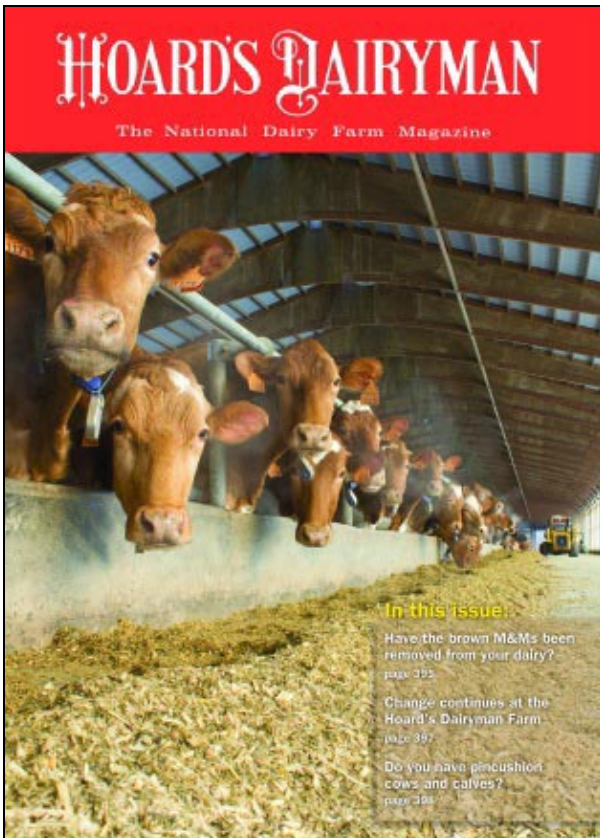
<b>TOTAL AVERAGE PAID &amp; QUALIFIED NON-PAID CIRCULATION . . . . .</b>	<b><u>63,317</u></b>	<b>100.0</b>
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Advertising Rate Base/Circulation Guarantee . . . . . None Claimed

**AVERAGE NON-QUALIFIED CIRCULATION**

Checking and Promotion copies to advertisers and agencies . . . . .	1,477
Miscellaneous, Including Staff Copies . . . . .	<u>1,141</u>

<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>2,618</b>
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**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		
Hoard's West	6	5,369			3,370	3,370	8,739

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

Issue		Paid Circulation	Qualified Non-Paid Circulation	Total	Non-Qualified
Jan.	10	47,196	14,458	61,654	2,764
	25	47,626	14,366	61,992	2,783
Feb.	10	46,665	13,943	60,608	2,774
	25	47,627	13,893	61,520	2,759
Mar.	10	46,533	13,810	60,343	2,564
	25	46,998	15,632	62,630	2,666
Apr.	10	47,275	15,575	62,850	2,558
	25	47,722	17,070	64,792	2,664
May	10	47,657	19,271	66,928	2,401
	25	47,834	19,214	67,048	2,122
June	25	47,087	19,027	66,114	2,751
<b>Total Average</b>		<b>47,292</b>	<b>16,025</b>	<b>63,317</b>	<b>2,619</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B AND 4 IS FROM AN ANALYSIS OF THE MAY 25, 2011 ISSUE IN WHICH:

- PAID CIRCULATION WAS 1.1% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 19.9% GREATER THAN THE PERIOD AVERAGE

**3A - DEMOGRAPHICS**

3A1. DESCRIPTION OF DATA:

This paragraph is an analysis of the paid and qualified non-paid circulation for the May 25, 2011 issue.

1. Number

The information is based on an analysis of subscriber record data. It is not based on a projection of a sample. The total number of subscribers reviewed in this paragraph represents 82.4% of the total circulation of the issue. Eliminated from the analysis are 748 International subscribers.

2. Source of Data

Data on degree of farm interest, livestock and crop demographics are based on information voluntarily provided by the subscribers. A demographic questionnaire is included as part of all new and renewal subscription offers or the information is obtained by other means of communication with the subscriber or from recognized database sources.

3. Timing

In 1988, HOARD'S DAIRYMAN began recording subscribers' demographic characteristics (livestock and crop) as well as degree of dairy interest. This paragraph reflects information provided by HOARD'S DAIRYMAN subscribers as of the May 25, 2011 issue.

3A2. ANALYSIS OF SUBSCRIBER RECORDS REVIEWED AND IDENTIFIED:

	Paid	Qualified Non-Paid	Total	% of Total Reviewed
Total subscriptions as of May 25, 2011 issue.....	47,834	19,214	67,048	
Total number reviewed.....	44,961	19,124	64,085	
Total number identified as to:				
Degree of Farm Interest.....	38,852	17,302	56,154	87.6
Demographic Data .....	37,568	12,027	49,595	77.4

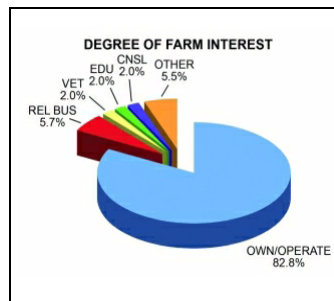
3A3. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING DEGREE OF FARM INTEREST:

	Paid	Qualified Non-Paid	Total	% of Identified
Own, Operate or Work on a Dairy Farm.....	29,189	17,300	46,489	82.8
Business Directly Related to Dairy Farming .....	3,198		3,198	5.7
Veterinarian .....	1,138		1,138	2.0
Educator .....	1,149		1,149	2.0
Consultant .....	1,114		1,114	2.0
Other .....	3,064	2	3,066	5.5
<b>TOTAL IDENTIFIED .....</b>	<b>38,852</b>	<b>17,302</b>	<b>56,154</b>	<b>100.0</b>

AGE OF DEGREE OF FARM INTEREST DATA

Age (Months)	Own, Operate or Work a Dairy Farm				Business Directly Related to Dairy Farming				Veterinarian				Educator			
	Qualified		Total	%	Qualified		Total	%	Qualified		Total	%	Qualified		Total	%
Paid	Non-Paid	Paid			Non-Paid	Paid			Non-Paid	Paid			Non-Paid	Paid		
37+	6,126		6,126	13.2	1,236		1,236	38.7	224		224	19.7	408		408	35.5
25-36	6,468	3	6,471	13.9	542		542	17.0	253		253	22.2	200		200	17.4
13-24	7,483	11,742	19,225	41.4	566		566	17.7	268		268	23.6	196		196	17.1
1-12	9,112	5,555	14,667	31.5	854		854	26.7	393		393	34.5	345		345	30.0
<b>TOTAL</b>	<b>29,189</b>	<b>17,300</b>	<b>46,489</b>	<b>100.0</b>	<b>3,198</b>		<b>3,198</b>	<b>100.0</b>	<b>1,138</b>		<b>1,138</b>	<b>100.0</b>	<b>1,149</b>		<b>1,149</b>	<b>100.0</b>

Age (Months)	Consultant				Other			
	Qualified		Total	%	Qualified		Total	%
Paid	Non-Paid	Paid			Non-Paid			
37+	306		306	27.5	990		990	32.3
25-36	200		200	18.0	503		503	16.4
13-24	259		259	23.2	594	1	595	19.4
1-12	349		349	31.3	977	1	978	31.9
<b>TOTAL</b>	<b>1,114</b>		<b>1,114</b>	<b>100.0</b>	<b>3,064</b>	<b>2</b>	<b>3,066</b>	<b>100.0</b>



**3A4. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING HERD SIZE:**

**NUMBER OF MILK COWS (INCLUDING DRY COWS)**

Age (Months)	Under 30				30-49				50-99				100-249			
	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%
37+	376		376	20.8	790		790	18.5	1,516		1,516	17.0	1,324		1,324	20.4
25-36	379		379	21.0	967		967	22.6	1,969		1,969	22.0	1,457	1	1,458	22.4
13-24	402	22	424	23.5	1,104	23	1,127	26.3	2,398	40	2,438	27.3	1,635	20	1,655	25.4
1-12	623	4	627	34.7	1,394	3	1,397	32.6	3,004	9	3,013	33.7	2,070	1	2,071	31.8
<b>TOTAL</b>	<b>1,780</b>	<b>26</b>	<b>1,806</b>	<b>100.0</b>	<b>4,255</b>	<b>26</b>	<b>4,281</b>	<b>100.0</b>	<b>8,887</b>	<b>49</b>	<b>8,936</b>	<b>100.0</b>	<b>6,486</b>	<b>22</b>	<b>6,508</b>	<b>100.0</b>

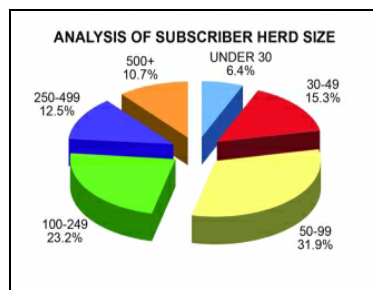
  

Age (Months)	250-499				500+				Total			
	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%
37+	950		950	27.2	1,021		1,021	34.2	5,977		5,977	21.3
25-36	669		669	19.1	501	2	503	16.8	5,942	3	5,945	21.2
13-24	801	7	808	23.1	634	2	636	21.3	6,974	114	7,088	25.3
1-12	1,070	1	1,071	30.6	828		828	27.7	8,989	18	9,007	32.2
<b>TOTAL</b>	<b>3,490</b>	<b>8</b>	<b>3,498</b>	<b>100.0</b>	<b>2,984</b>	<b>4</b>	<b>2,988</b>	<b>100.0</b>	<b>27,882</b>	<b>135</b>	<b>28,017</b>	<b>100.0</b>

Total of 28,017 subscribers providing herd size demographics represents 43.7% of the 64,085 subscribers reviewed for the May 25, 2011 issue.

**ANALYSIS OF HERDS BY SIZE**

Herd Size	Total Identified	%
Under 20	1,806	6.4
20-49	4,281	15.3
50-99	8,936	31.9
100-199	6,508	23.2
200-499	3,498	12.5
500+	2,988	10.7
<b>Total</b>	<b>28,017</b>	<b>100.0</b>



**3A5. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING TOTAL ACRES FARMED:**

Age (Months)	1-99				100-219				220-499				500+				Total			
	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%	Qualified Paid	Qualified Non-Paid	Total	%
37+	904		904	21.1	1,346		1,346	21.2	1,382		1,382	16.9	2,160		2,160	26.5	5,792		5,792	21.5
25-36	882		882	20.6	1,224		1,224	19.3	1,588	1	1,589	19.4	1,431		1,431	17.6	5,125	1	5,126	19.0
13-24	1,043	24	1,067	24.9	1,605	30	1,635	25.8	2,143	36	2,179	26.6	1,873	20	1,893	23.2	6,664	110	6,774	25.1
1-12	1,427	5	1,432	33.4	2,130	6	2,136	33.7	3,029	4	3,033	37.1	2,667	2	2,669	32.7	9,253	17	9,270	34.4
<b>TOTAL</b>	<b>4,256</b>	<b>29</b>	<b>4,285</b>	<b>100.0</b>	<b>6,305</b>	<b>36</b>	<b>6,341</b>	<b>100.0</b>	<b>8,142</b>	<b>41</b>	<b>8,183</b>	<b>100.0</b>	<b>8,131</b>	<b>22</b>	<b>8,153</b>	<b>100.0</b>	<b>26,834</b>	<b>128</b>	<b>26,962</b>	<b>100.0</b>

**ANALYSIS OF TOTAL ACRES FARMED BY SIZE:**

Acres	Total Identified	%
1-99	4,285	15.9
100-219	6,341	23.5
220-499	8,183	30.4
500+	8,153	30.2
<b>Total</b>	<b>26,962</b>	<b>100.0</b>

Total of 26,962 subscribers providing total acres farmed demographics represents 42.1% of the 64,085 subscribers reviewed for the May 25, 2011 issue.

**3A6. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING TOTAL HAY ACRES:**

Age (Months)	1-49				50-99				100-249				250+				Total			
	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%
37+	1,025		1,025	18.7	1,044		1,044	17.3	1,732		1,732	22.2	1,069		1,069	26.1	4,870		4,870	20.8
25-36	1,156		1,156	21.2	1,210		1,210	20.0	1,424		1,424	18.2	701		701	17.1	4,491		4,491	19.2
13-24	1,347	30	1,377	25.2	1,635	24	1,659	27.5	1,940	35	1,975	25.3	894	8	902	22.1	5,816	97	5,913	25.3
1-12	1,901	5	1,906	34.9	2,116	5	2,121	35.2	2,672	3	2,675	34.3	1,419	2	1,421	34.7	8,108	15	8,123	34.7
<b>TOTAL</b>	<b>5,429</b>	<b>35</b>	<b>5,464</b>	<b>100.0</b>	<b>6,005</b>	<b>29</b>	<b>6,034</b>	<b>100.0</b>	<b>7,768</b>	<b>38</b>	<b>7,806</b>	<b>100.0</b>	<b>4,083</b>	<b>10</b>	<b>4,093</b>	<b>100.0</b>	<b>23,285</b>	<b>112</b>	<b>23,397</b>	<b>100.0</b>

**ANALYSIS OF TOTAL HAY ACRES BY SIZE:**

Acres	Total Identified	%
1-49	5,464	23.4
50-99	6,034	25.8
100-249	7,806	33.3
250+	4,093	17.5
<b>Total</b>	<b>23,397</b>	<b>100.0</b>

23,397 subscribers providing total hay acres demographics represents 36.5% of the 64,085 subscribers reviewed for the May 25, 2011 issue.

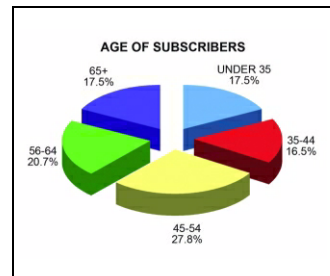
**3A7. ANALYSIS OF SUBSCRIBER RECORDS IDENTIFYING SUBSCRIBER AGE**

Age (Months)	Under 35				35-44				45-54				55-64			
	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%
37+	1,164		1,164	21.2	1,372		1,372	26.4	1,889		1,889	21.7	1,139		1,139	17.5
25-36	1,052	1	1,053	19.1	986		986	19.0	1,703		1,703	19.5	1,282	1	1,283	19.7
13-24	1,259	19	1,278	23.2	1,221	23	1,244	24.0	2,164	39	2,203	25.3	1,686	20	1,706	26.3
1-12	2,006	4	2,010	36.5	1,589	1	1,590	30.6	2,912	9	2,921	33.5	2,367	3	2,370	36.5
<b>TOTAL</b>	<b>5,481</b>	<b>24</b>	<b>5,505</b>	<b>100.0</b>	<b>5,168</b>	<b>24</b>	<b>5,192</b>	<b>100.0</b>	<b>8,668</b>	<b>48</b>	<b>8,716</b>	<b>100.0</b>	<b>6,474</b>	<b>24</b>	<b>6,498</b>	<b>100.0</b>

Age (Months)	65+				Total			
	Paid	Non-Paid	Total	%	Paid	Non-Paid	Total	%
37+	1,024		1,024	18.6	6,588		6,588	21.0
25-36	987		987	17.9	6,010	2	6,012	19.1
13-24	1,382	10	1,392	25.3	7,712	111	7,823	24.9
1-12	2,099	1	2,100	38.2	10,973	18	10,991	35.0
<b>TOTAL</b>	<b>5,492</b>	<b>11</b>	<b>5,503</b>	<b>100.0</b>	<b>31,283</b>	<b>131</b>	<b>31,414</b>	<b>100.0</b>

**ANALYSIS OF SUBSCRIBERS**

Age	Total Identified	%
Under 35	5,505	17.5
35-44	5,192	16.5
45-54	8,716	27.8
55-64	6,498	20.7
65+	5,503	17.5
<b>Total</b>	<b>31,414</b>	<b>100.0</b>



Total of 31,414 subscribers providing age demographics represents 49.0% of the 64,085 subscribers reviewed for the May 25, 2011 issue.



**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 .....	3,343	15,621	250	19,214	100.0
<b>Total Qualified Non-Paid Circulation .....</b>	<b>3,343</b>	<b>15,621</b>	<b>250</b>	<b>19,214</b>	<b>100.0</b>
<b>Percent .....</b>	<b>17.4</b>	<b>81.3</b>	<b>1.3</b>	<b>100.0</b>	
Paid Subscription Circulation .....					
Single Copy Sales .....				47,834	
<b>Total Paid &amp; Qualified Non-Paid Circulation.....</b>				<b>67,048</b>	

The figures used in Par. 3B are based on percentages established for the November 25, 2010 issue and these percentages are projected against the totals for the May 25, 2011 issue.

**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.
Maine .....	366		366	8	374	
New Hampshire .....	226		226	4	230	
Vermont .....	1,166		1,166	153	1,319	
Massachusetts.....	301		301	9	310	
Rhode Island .....	45		45		45	
Connecticut.....	286		286	1	287	
<b>NEW ENGLAND</b>	<b>2,390</b>		<b>2,390</b>	<b>175</b>	<b>2,565</b>	<b>4.0</b>
New York .....	4,837		4,837	775	5,612	
New Jersey .....	151		151	7	158	
Pennsylvania .....	5,615		5,615	494	6,109	
<b>MIDDLE ATLANTIC</b>	<b>10,603</b>		<b>10,603</b>	<b>1,276</b>	<b>11,879</b>	<b>18.6</b>
Ohio .....	2,441		2,441	122	2,563	
Indiana .....	1,258		1,258	38	1,296	
Illinois.....	1,213		1,213	52	1,265	
Michigan .....	2,015		2,015	359	2,374	
Wisconsin .....	6,823		6,823	10,714	17,537	
<b>EAST N. CENTRAL</b>	<b>13,750</b>		<b>13,750</b>	<b>11,285</b>	<b>25,035</b>	<b>39.3</b>
Minnesota .....	2,862		2,862	1,791	4,653	
Iowa .....	1,488		1,488	97	1,585	
Missouri .....	1,445		1,445	67	1,512	
North Dakota .....	138		138	69	207	
South Dakota .....	348		348	110	458	
Nebraska .....	236		236	67	303	
Kansas.....	420		420	227	647	
<b>WEST N. CENTRAL</b>	<b>6,937</b>		<b>6,937</b>	<b>2,428</b>	<b>9,365</b>	<b>14.7</b>
Delaware .....	88		88		88	
Maryland.....	684		684	20	704	
District of Columbia .....	12		12		12	
Virginia.....	1,045		1,045	34	1,079	
West Virginia.....	138		138	5	143	
North Carolina .....	454		454	15	469	
South Carolina .....	133		133	5	138	
Georgia.....	354		354	18	372	
Florida.....	310		310	16	326	
<b>SOUTH ATLANTIC</b>	<b>3,218</b>		<b>3,218</b>	<b>113</b>	<b>3,331</b>	<b>5.2</b>

STATE	Subs.	Single Copy Sales	Total Paid	Qualified Non-Paid	Total Paid & Qualified Non-Paid	% of Circ.
Kentucky.....	790		790	32	822	
Tennessee .....	538		538	30	568	
Alabama .....	108		108	15	123	
Mississippi.....	167		167	7	174	
<b>EAST S. CENTRAL</b>	<b>1,603</b>		<b>1,603</b>	<b>84</b>	<b>1,687</b>	<b>2.7</b>
Arkansas .....	186		186	4	190	
Louisiana .....	130		130	8	138	
Oklahoma .....	240		240	45	285	
Texas .....	674		674	166	840	
<b>WEST S. CENTRAL</b>	<b>1,230</b>		<b>1,230</b>	<b>223</b>	<b>1,453</b>	<b>2.3</b>
Montana .....	91		91	44	135	
Idaho .....	299		299	402	701	
Wyoming .....	22		22	31	53	
Colorado.....	235		235	112	347	
New Mexico.....	124		124	108	232	
Arizona .....	131		131	32	163	
Utah.....	197		197	185	382	
Nevada .....	34		34	14	48	
<b>MOUNTAIN</b>	<b>1,133</b>		<b>1,133</b>	<b>928</b>	<b>2,061</b>	<b>3.2</b>
Alaska.....	20		20	1	21	
Washington.....	620		620	232	852	
Oregon .....	294		294	127	421	
California .....	2,734		2,734	2,338	5,072	
Hawaii.....	6		6	3	9	
<b>PACIFIC</b>	<b>3,674</b>		<b>3,674</b>	<b>2,701</b>	<b>6,375</b>	<b>10.0</b>
Miscellaneous.....						
U.S. Unclassified .....						
<b>UNITED STATES</b>	<b>44,538</b>		<b>44,538</b>	<b>19,213</b>	<b>63,751</b>	<b>100.0</b>
U.S. Circ. Percent of Grand Total.....						<b>95.1</b>
Poss. & Other Areas...	40		40	1	41	0.1
<b>U.S. &amp; POSS., etc.</b>	<b>44,578</b>		<b>44,578</b>	<b>19,214</b>	<b>63,792</b>	<b>95.2</b>
Canada.....	2,506		2,506		2,506	3.7
International.....	748		748		748	1.1
Other Unclassified .....						
Military or Civilian Personnel Overseas..	2		2		2	0.0
<b>GRAND TOTAL</b>	<b>47,834</b>		<b>47,834</b>	<b>19,214</b>	<b>67,048</b>	<b>100.0</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2011**

**5 - AUTHORIZED PRICES** See Par. 11(d)

Sales Are Net Of Premium Values  
 Basic Prices: Subscriptions: U.S., 1 yr. \$18.00;  
 2 yrs. \$27.00; 3 yrs. \$36.00. Canada, 1 yr. \$25.20  
 (includes GST taxes) (CND). International, 1 yr.  
 \$45.00  
 Single Copy: \$2.00

Basic & higher than basic: .....	5,864
75% - 99% of basic: .....	3,447
50% - 74% of basic: .....	2,550
25% - 49% of basic: .....	11
Less than 25% of basic: .....	45
<b>Total Subscriptions Sold in Period</b> .....	<b>11,917</b>

**6 - DURATION OF SUBSCRIPTIONS SOLD**

1 to 12 months .....	6,269
13 to 24 months .....	876
25 to 36 months .....	4,771
37 to 60 months .....	1
More than 60 months .....	
<b>Total Subscriptions Sold in Period</b> .....	<b>11,917</b>

**7 - CHANNELS OF SUBSCRIPTION SALES**

Ordered by mail and/or directly requested by subscriber. ....	11,697
Ordered through salespeople:	
Catalog agencies and individual agents .....	134
Publisher's own and other publishers' salespeople. ....	86
Independent agencies' salespeople .....	None
Newspaper agencies .....	None
Members of schools, churches, fraternal and similar organizations .....	None
Association memberships, .....	None
All other channels .....	None
<b>Total Subscriptions Sold in Period</b> .....	<b>11,917</b>

**8 - USE OF PREMIUMS**

Ordered without premium .....	11,917
Ordered with material reprinted from this publication	None
Ordered with other premiums .....	None
<b>Total Subscriptions Sold in Period</b> .....	<b>11,917</b>

**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

	2006	2007	2008	2009	2010
% Post Exp. Copies:					
% Individual:	72.8	72.3	71.9	73.0	72.8
% Gift:	0.4	0.5	0.5	0.5	0.5
% Association:					
% Mail Subscriptions Special:	2.7	2.4	2.4	2.5	2.5
% School:	0.0	0.0	0.0		
% Multi-Copy Individually Addressed:					
% Multi-Copy Same Addressee:					
% Single Copy Sales:					
% Direct Request:					
% Telecommunications:					
% Other Sources:	24.1	24.8	25.2	24.0	24.2



**11 - EXPLANATORY**

Latest Released Audit Report Issued for 12 months ended June 30, 2010  
 Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid & 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)
06-30-10	None Claimed	47,886	47,886			15,090	15,090		
06-30-09	None Claimed	52,736	52,736			17,819	17,819		
06-30-08	None Claimed	56,131	56,131			18,693	18,693		
06-30-07	None Claimed	58,466	58,466			18,936	18,936		
06-30-06	None Claimed	61,586	61,586			18,699	18,699		

- (a) The total number of gift subscriptions sold during the period was 359 at basic subscription prices.
- (b) Mail Subscriptions Special, averaging 1,722 copies per issue, represents copies sold in quantities of 11 to 557 to dairy farm related businesses for affiliates, branches, subsidiaries and employees at 1 yr. \$9.00. Copies were mailed to names and addresses furnished by the purchaser.
- (c) Other Sources, averaging 16,025 copies per issue, represent copies served to active commercial dairy operator names and qualified Milk Marketing Board lists.
- (d) Authorized prices with 5% or more of total subscription sales:  
 1 yr. \$18.00      1 yr. \$24.00 (CND)      2 yrs. \$27.00      3 yrs. \$36.00

**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.**

Parent Company: W. D. Hoard & Sons Company

Signed: July 20, 2011

**BRIAN KNOX**  
 President/Publisher

**TAMMY STRAUSS**  
 Circulation Manager

Member Number  
 05-0080-0

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05-0080-0	Analyzed Issue Date	05/25/11
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	2.00
	Association Subscription Price	
	U.S. Subscription Price	18.00
	Canadian Subscription Price	25.20
	International Subscription Price	45.00