

Audit Period: July 1, 2014 – June 30, 2016

Farm News

713 Central Avenue
Fort Dodge, IA 50501
(515) 573-2141
(515) 573-2148 FAX

EMAIL: lbushman@messengernews.net
www.farm-news.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	14,166 (Print Edition)
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2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Broadsheet / 18 Pages
Circulation Cycle:	Weekly
Ownership:	Ogden Newspapers, Inc.
Year Established:	1995
Publication Type:	Agricultural Publication
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	99% Mail / 1% Controlled Bulk
Annual Mail Subscription Rate:	\$19.00
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	10-0216
DMA/CBSA:	Des Moines, IA / Fort Dodge, IA
Audit Funded By:	Midwest Free Community Papers

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2012
Mechanical Data:	Six (6) columns x 10-inch column depth Full page: 10" wide X 10" depth.
Open Rate:	Local: \$22.00 per column inch National: \$22.00 per column inch
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$7.80 for up to 5 lines
Deadline Day & Time:	Friday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Larry D Bushman	EMAIL: lbushman@messengernews.net
Advertising:	Dana Lantz	EMAIL: dlantz@farm-news.com
Circulation:	Grant Gibbons	EMAIL: circmgr@messengernews.net



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 10-0216		Friday	Farm News Fort Dodge, IA
Audit Period Summary			
Average Net Circulation	(5-H)		14,166
Average Gross Distribution	(5-F)		14,166
Average Net Press Run	(5-A)		14,191
Audit Period Detail			
A. Average Net Press Run			14,191
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			13,991
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			35
8. Education			0
9. Restock & Office Service			140
Total Average Controlled Distribution			14,166
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			14,166
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			0
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			14,166
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			14,166

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).



6A. Audited Average Website Reporting - www.farm-news.com - Not Reported

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	14,122	13,994	-	-
01/01/15-12/31/15	CVC	14,229	14,165	14,198	14,152
01/01/14-12/31/14	CVC	14,222	14,170	14,211	14,258
01/01/13-12/31/13	CVC	14,160	14,101	14,179	14,245
01/01/12-12/31/12	CVC	14,235	14,105	14,104	14,139
01/01/11-12/31/11	CVC	14,238	14,186	14,182	14,215
01/01/10-12/31/10	CVC	14,297	No Reporting	14,350	14,114
01/01/09-12/31/09	CVC	15,336	14,849	14,266	14,345
01/01/08-12/31/08	CVC	15,350	15,363	15,381	15,387
01/01/07-12/31/07	CVC	16,057	16,126	15,636	15,425
01/01/06-12/31/06	CVC	16,563	16,040	15,905	15,976
07/01/03-12/31/05	Prior CVC	-	-	-	-

8. Distribution by Zip Code (7/8/2016 Edition) Friday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
50003	Adel	Dallas	IA	0	0	39	0	39
50006	Alden	Hardin	IA	0	0	70	0	70
50009	Altoona	Polk	IA	0	0	24	0	24
50010	Ames	Story	IA	0	0	91	0	91
50011	Ames	Story	IA	0	0	17	0	17
50014	Ames	Story	IA	0	0	42	0	42
50021	Ankeny	Polk	IA	0	0	35	0	35
50023	Ankeny	Polk	IA	0	0	37	0	37
50025	Audubon	Audubon	IA	0	0	12	0	12
50034	Blairsburg	Hamilton	IA	0	0	30	0	30
50035	Bondurant	Polk	IA	0	0	27	0	27
50036	Boone	Boone	IA	0	0	181	0	181
50046	Cambridge	Story	IA	0	0	31	0	31
50050	Churdan	Greene	IA	0	0	58	0	58
50055	Collins	Story	IA	0	0	30	0	30
50056	Colo	Story	IA	0	0	22	0	22
50058	Coon Rapids	Carroll	IA	0	0	67	0	67
50063	Dallas Center	Dallas	IA	0	0	31	0	31
50070	Dexter	Dallas	IA	0	0	16	0	16
50071	Dows	Wright	IA	0	0	63	0	63
50073	Elkhart	Polk	IA	0	0	10	0	10
50075	Ellsworth	Hamilton	IA	0	0	40	0	40
50107	Grand Junction	Greene	IA	0	0	36	0	36
50109	Granger	Dallas	IA	0	0	11	0	11

8. Distribution by Zip Code (7/8/2016 Edition) Friday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
50111	Grimes	Polk	IA	0	0	10	0	10
50115	Guthrie Center	Guthrie	IA	0	0	10	0	10
50122	Hubbard	Hardin	IA	0	0	64	0	64
50124	Huxley	Story	IA	0	0	31	0	31
50126	Iowa Falls	Hardin	IA	0	0	125	0	125
50129	Jefferson	Greene	IA	0	0	137	0	137
50130	Jewell	Hamilton	IA	0	0	60	0	60
50131	Johnston	Polk	IA	0	0	12	0	12
50132	Kamrar	Hamilton	IA	0	0	29	0	29
50146	Linden	Dallas	IA	0	0	13	0	13
50154	Mc Callsburg	Story	IA	0	0	15	0	15
50156	Madrid	Boone	IA	0	0	45	0	45
50158	Marshalltown	Marshall	IA	0	0	84	0	84
50161	Maxwell	Story	IA	0	0	44	0	44
50162	Melbourne	Marshall	IA	0	0	19	0	19
50167	Minburn	Dallas	IA	0	0	15	0	15
50201	Nevada	Story	IA	0	0	76	0	76
50206	New Providence	Hardin	IA	0	0	22	0	22
50212	Ogden	Boone	IA	0	0	92	0	92
50217	Paton	Greene	IA	0	0	48	0	48
50220	Perry	Dallas	IA	0	0	74	0	74
50223	Pilot Mound	Boone	IA	0	0	16	0	16
50226	Polk City	Polk	IA	0	0	22	0	22
50230	Radcliffe	Hardin	IA	0	0	54	0	54
50235	Rippey	Greene	IA	0	0	28	0	28
50236	Roland	Story	IA	0	0	25	0	25
50237	Runnells	Polk	IA	0	0	19	0	19
50244	Slater	Story	IA	0	0	18	0	18
50246	Stanhope	Hamilton	IA	0	0	34	0	34
50247	State Center	Marshall	IA	0	0	76	0	76
50248	Story City	Story	IA	0	0	92	0	92
50249	Stratford	Hamilton	IA	0	0	65	0	65
50258	Union	Hardin	IA	0	0	30	0	30
50261	Van Meter	Dallas	IA	0	0	12	0	12
50263	Waukee	Dallas	IA	0	0	16	0	16
50266	West Des Moines	Polk	IA	0	0	20	0	20
50271	Williams	Hamilton	IA	0	0	43	0	43
50276	Woodward	Dallas	IA	0	0	48	0	48
50278	Zearing	Story	IA	0	0	26	0	26
50313	Des Moines	Polk	IA	0	0	16	0	16
50322	Des Moines	Polk	IA	0	0	14	0	14
50323	Des Moines	Polk	IA	0	0	10	0	10
50325	Clive	Polk	IA	0	0	13	0	13
50401	Mason City	Cerro Gordo	IA	0	0	88	0	88
50420	Alexander	Franklin	IA	0	0	22	0	22
50421	Belmond	Wright	IA	0	0	90	0	90



8. Distribution by Zip Code (7/8/2016 Edition) Friday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
50423	Britt	Hancock	IA	0	0	122	0	122
50428	Clear Lake	Cerro Gordo	IA	0	0	91	0	91
50430	Corwith	Hancock	IA	0	0	52	0	52
50433	Dougherty	Cerro Gordo	IA	0	0	20	0	20
50438	Garner	Hancock	IA	0	0	121	0	121
50439	Goodell	Hancock	IA	0	0	12	0	12
50441	Hampton	Franklin	IA	0	0	129	0	129
50447	Kanawha	Hancock	IA	0	0	85	0	85
50449	Klemme	Hancock	IA	0	0	27	0	27
50451	Lakota	Kossuth	IA	0	0	45	0	45
50452	Latimer	Franklin	IA	0	0	39	0	39
50457	Meservey	Cerro Gordo	IA	0	0	19	0	19
50469	Rockwell	Cerro Gordo	IA	0	0	45	0	45
50470	Rowan	Wright	IA	0	0	17	0	17
50475	Sheffield	Franklin	IA	0	0	64	0	64
50479	Thornton	Cerro Gordo	IA	0	0	28	0	28
50480	Titonka	Kossuth	IA	0	0	75	0	75
50482	Ventura	Cerro Gordo	IA	0	0	21	0	21
50483	Wesley	Kossuth	IA	0	0	56	0	56
50484	Woden	Hancock	IA	0	0	32	0	32
50501	Fort Dodge	Webster	IA	0	0	402	0	402
50510	Albert City	Buena Vista	IA	0	0	74	0	74
50511	Algona	Kossuth	IA	0	0	204	0	204
50514	Armstrong	Emmet	IA	0	0	40	0	40
50515	Ayrshire	Palo Alto	IA	0	0	17	0	17
50516	Badger	Webster	IA	0	0	22	0	22
50517	Bancroft	Kossuth	IA	0	0	66	0	66
50518	Barnum	Webster	IA	0	0	30	0	30
50519	Bode	Humboldt	IA	0	0	38	0	38
50522	Burt	Kossuth	IA	0	0	32	0	32
50523	Callender	Webster	IA	0	0	55	0	55
50524	Clare	Webster	IA	0	0	61	0	61
50525	Clarion	Wright	IA	0	0	132	0	132
50527	Curlew	Palo Alto	IA	0	0	30	0	30
50528	Cylinder	Palo Alto	IA	0	0	46	0	46
50530	Dayton	Webster	IA	0	0	71	0	71
50532	Duncombe	Webster	IA	0	0	50	0	50
50533	Eagle Grove	Wright	IA	0	0	96	0	96
50535	Early	Sac	IA	0	0	53	0	53
50536	Emmetsburg	Palo Alto	IA	0	0	145	0	145
50538	Farnhamville	Calhoun	IA	0	0	33	0	33
50539	Fenton	Kossuth	IA	0	0	29	0	29
50540	Fonda	Pocahontas	IA	0	0	93	0	93
50541	Gilmore City	Humboldt	IA	0	0	63	0	63
50542	Goldfield	Wright	IA	0	0	37	0	37
50543	Gowrie	Webster	IA	0	0	112	0	112

8. Distribution by Zip Code (7/8/2016 Edition) Friday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
50544	Harcourt	Webster	IA	0	0	32	0	32
50545	Hardy	Humboldt	IA	0	0	19	0	19
50546	Havelock	Pocahontas	IA	0	0	37	0	37
50548	Humboldt	Humboldt	IA	0	0	225	0	225
50551	Jolley	Calhoun	IA	0	0	30	0	30
50554	Laurens	Pocahontas	IA	0	0	94	0	94
50556	Ledyard	Kossuth	IA	0	0	25	0	25
50557	Lehigh	Webster	IA	0	0	43	0	43
50558	Livermore	Humboldt	IA	0	0	33	0	33
50559	Lone Rock	Kossuth	IA	0	0	26	0	26
50560	Lu Verne	Kossuth	IA	0	0	60	0	60
50561	Lytton	Calhoun	IA	0	0	35	0	35
50562	Mallard	Palo Alto	IA	0	0	37	0	37
50563	Manson	Calhoun	IA	0	0	163	0	163
50565	Marathon	Buena Vista	IA	0	0	33	0	33
50566	Moorland	Webster	IA	0	0	49	0	49
50567	Nemaha	Sac	IA	0	0	12	0	12
50568	Newell	Buena Vista	IA	0	0	85	0	85
50569	Otho	Webster	IA	0	0	37	0	37
50570	Ottosen	Humboldt	IA	0	0	28	0	28
50571	Palmer	Pocahontas	IA	0	0	45	0	45
50574	Pocahontas	Pocahontas	IA	0	0	129	0	129
50575	Pomeroy	Calhoun	IA	0	0	84	0	84
50576	Rembrandt	Buena Vista	IA	0	0	25	0	25
50577	Renwick	Humboldt	IA	0	0	19	0	19
50578	Ringsted	Emmet	IA	0	0	27	0	27
50579	Rockwell City	Calhoun	IA	0	0	131	0	131
50581	Rolfe	Pocahontas	IA	0	0	54	0	54
50582	Rutland	Humboldt	IA	0	0	13	0	13
50583	Sac City	Sac	IA	0	0	118	0	118
50585	Sioux Rapids	Buena Vista	IA	0	0	54	0	54
50586	Somers	Calhoun	IA	0	0	26	0	26
50588	Storm Lake	Buena Vista	IA	0	0	151	0	151
50590	Swea City	Kossuth	IA	0	0	47	0	47
50591	Thor	Humboldt	IA	0	0	22	0	22
50594	Vincent	Webster	IA	0	0	22	0	22
50595	Webster City	Hamilton	IA	0	0	172	0	172
50597	West Bend	Palo Alto	IA	0	0	91	0	91
50598	Whittemore	Kossuth	IA	0	0	52	0	52
50599	Woolstock	Wright	IA	0	0	32	0	32
50601	Ackley	Hardin	IA	0	0	104	0	104
50627	Eldora	Hardin	IA	0	0	49	0	49
50633	Geneva	Franklin	IA	0	0	23	0	23
50672	Steamboat Rock	Hardin	IA	0	0	24	0	24
51001	Akron	Plymouth	IA	0	0	29	0	29
51002	Alta	Buena Vista	IA	0	0	101	0	101



8. Distribution by Zip Code (7/8/2016 Edition) Friday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
51003	Alton	Sioux	IA	0	0	26	0	26
51004	Anthon	Woodbury	IA	0	0	18	0	18
51005	Aurelia	Cherokee	IA	0	0	55	0	55
51006	Battle Creek	Ida	IA	0	0	27	0	27
51012	Cherokee	Cherokee	IA	0	0	97	0	97
51014	Cleghorn	Cherokee	IA	0	0	27	0	27
51016	Correctionville	Woodbury	IA	0	0	17	0	17
51019	Danbury	Woodbury	IA	0	0	20	0	20
51020	Galva	Ida	IA	0	0	32	0	32
51022	Granville	Sioux	IA	0	0	18	0	18
51023	Hawarden	Sioux	IA	0	0	23	0	23
51024	Hinton	Plymouth	IA	0	0	20	0	20
51025	Holstein	Ida	IA	0	0	85	0	85
51028	Kingsley	Plymouth	IA	0	0	19	0	19
51030	Lawton	Woodbury	IA	0	0	20	0	20
51031	Le Mars	Plymouth	IA	0	0	82	0	82
51033	Linn Grove	Buena Vista	IA	0	0	39	0	39
51035	Marcus	Cherokee	IA	0	0	66	0	66
51036	Maurice	Sioux	IA	0	0	13	0	13
51037	Meriden	Cherokee	IA	0	0	15	0	15
51038	Merrill	Plymouth	IA	0	0	37	0	37
51039	Moville	Woodbury	IA	0	0	24	0	24
51041	Orange City	Sioux	IA	0	0	29	0	29
51046	Paullina	Obrien	IA	0	0	26	0	26
51047	Peterson	Clay	IA	0	0	35	0	35
51048	Pierson	Woodbury	IA	0	0	11	0	11
51049	Quimby	Cherokee	IA	0	0	15	0	15
51050	Remsen	Plymouth	IA	0	0	48	0	48
51053	Schaller	Sac	IA	0	0	49	0	49
51054	Sergeant Bluff	Woodbury	IA	0	0	11	0	11
51058	Sutherland	Obrien	IA	0	0	54	0	54
51061	Washta	Cherokee	IA	0	0	21	0	21
51106	Sioux City	Woodbury	IA	0	0	16	0	16
51201	Sheldon	Obrien	IA	0	0	62	0	62
51234	Boyden	Sioux	IA	0	0	27	0	27
51235	Doon	Lyon	IA	0	0	15	0	15
51237	George	Lyon	IA	0	0	35	0	35
51238	Hospers	Sioux	IA	0	0	19	0	19
51239	Hull	Sioux	IA	0	0	44	0	44
51240	Inwood	Lyon	IA	0	0	41	0	41
51241	Larchwood	Lyon	IA	0	0	25	0	25
51243	Little Rock	Lyon	IA	0	0	21	0	21
51245	Primghar	Obrien	IA	0	0	34	0	34
51246	Rock Rapids	Lyon	IA	0	0	41	0	41
51247	Rock Valley	Sioux	IA	0	0	65	0	65
51248	Sanborn	Obrien	IA	0	0	51	0	51

8. Distribution by Zip Code (7/8/2016 Edition) Friday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
51249	Sibley	Osceola	IA	0	0	59	0	59
51250	Sioux Center	Sioux	IA	0	0	65	0	65
51301	Spencer	Clay	IA	0	0	202	0	202
51333	Dickens	Clay	IA	0	0	55	0	55
51334	Estherville	Emmet	IA	0	0	76	0	76
51338	Everly	Clay	IA	0	0	52	0	52
51342	Graettinger	Palo Alto	IA	0	0	47	0	47
51343	Greenville	Clay	IA	0	0	22	0	22
51345	Harris	Osceola	IA	0	0	20	0	20
51346	Hartley	Obrien	IA	0	0	43	0	43
51347	Lake Park	Dickinson	IA	0	0	38	0	38
51350	Melvin	Osceola	IA	0	0	28	0	28
51351	Milford	Dickinson	IA	0	0	70	0	70
51354	Ocheyedan	Osceola	IA	0	0	26	0	26
51357	Royal	Clay	IA	0	0	26	0	26
51358	Ruthven	Palo Alto	IA	0	0	67	0	67
51360	Spirit Lake	Dickinson	IA	0	0	71	0	71
51364	Terril	Dickinson	IA	0	0	22	0	22
51366	Webb	Clay	IA	0	0	44	0	44
51401	Carroll	Carroll	IA	0	0	223	0	223
51430	Arcadia	Carroll	IA	0	0	41	0	41
51431	Arthur	Ida	IA	0	0	26	0	26
51433	Auburn	Sac	IA	0	0	53	0	53
51436	Breda	Carroll	IA	0	0	55	0	55
51439	Charter Oak	Crawford	IA	0	0	38	0	38
51440	Dedham	Carroll	IA	0	0	24	0	24
51442	Denison	Crawford	IA	0	0	113	0	113
51443	Glidden	Carroll	IA	0	0	51	0	51
51445	Ida Grove	Ida	IA	0	0	114	0	114
51448	Kiron	Crawford	IA	0	0	28	0	28
51449	Lake City	Calhoun	IA	0	0	148	0	148
51450	Lake View	Sac	IA	0	0	71	0	71
51453	Lohrville	Calhoun	IA	0	0	48	0	48
51454	Manilla	Crawford	IA	0	0	40	0	40
51455	Manning	Carroll	IA	0	0	91	0	91
51458	Odebolt	Sac	IA	0	0	68	0	68
51461	Schleswig	Crawford	IA	0	0	35	0	35
51462	Scranton	Greene	IA	0	0	59	0	59
51463	Templeton	Carroll	IA	0	0	28	0	28
51465	Vail	Crawford	IA	0	0	45	0	45
51466	Wall Lake	Sac	IA	0	0	46	0	46
51467	Westside	Crawford	IA	0	0	40	0	40
51528	Dow City	Crawford	IA	0	0	23	0	23
Misc.	Assorted	Assorted	-	0	0	805	0	805
TOTAL				0	0	13,741	0	13,741

9. Distribution by County (7/8/2016 Edition) Friday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Audubon	Audubon	IA	0	0	12	0	12
Boone	Boone Madrid Ogden Pilot Mound	IA	0	0	334	0	334
Buena Vista	Albert City Alta Linn Grove Marathon Newell Rembrandt Sioux Rapids Storm Lake	IA	0	0	562	0	562
Calhoun	Farnhamville Jolley Lake City Lohrville Lytton Manson Pomeroy Rockwell City Somers	IA	0	0	698	0	698
Carroll	Arcadia Breda Carroll Coon Rapids Dedham Glidden Manning Templeton	IA	0	0	580	0	580
Cerro Gordo	Clear Lake Dougherty Mason City Meservey Rockwell Thornton Ventura	IA	0	0	312	0	312
Cherokee	Aurelia Cherokee Cleghorn Marcus Meriden Quimby Washta	IA	0	0	296	0	296
Clay	Dickens Everly Greenville Peterson Royal Spencer Webb	IA	0	0	436	0	436
Crawford	Charter Oak Denison Dow City Kiron Manilla Schleswig Vail Westside	IA	0	0	362	0	362

9. Distribution by County (7/8/2016 Edition) Friday (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Dallas	Adel Dallas Center Dexter Granger Linden Minburn Perry Van Meter Waukee Woodward	IA	0	0	275	0	275
Dickinson	Lake Park Milford Spirit Lake Terril	IA	0	0	201	0	201
Emmet	Armstrong Estherville Ringsted	IA	0	0	143	0	143
Franklin	Alexander Geneva Hampton Latimer Sheffield	IA	0	0	277	0	277
Greene	Churdan Grand Junction Jefferson Paton Rippey Scranton	IA	0	0	366	0	366
Guthrie	Guthrie Center	IA	0	0	10	0	10
Hamilton	Blairsburg Ellsworth Jewell Kamrar Stanhope Stratford Webster City Williams	IA	0	0	473	0	473
Hancock	Britt Corwith Garner Goodell Kanawha Klemme Woden	IA	0	0	451	0	451
Hardin	Ackley Alden Eldora Hubbard Iowa Falls New Providence Radcliffe Steamboat Rock Union	IA	0	0	542	0	542



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9. Distribution by County (7/8/2016 Edition) Friday (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Humboldt	Bode Gilmore City Hardy Humboldt Livermore Ottosen Renwick Rutland Thor	IA	0	0	460	0	460
Ida	Arthur Battle Creek Galva Holstein Ida Grove	IA	0	0	284	0	284
Kossuth	Algona Bancroft Burt Fenton Lakota Ledyard Lone Rock Lu Verne Swea City Titonka Wesley Whittemore	IA	0	0	717	0	717
Lyon	Doon George Inwood Larchwood Little Rock Rock Rapids	IA	0	0	178	0	178
Marshall	Marshalltown Melbourne State Center	IA	0	0	179	0	179
Obrien	Hartley Paullina Primghar Sanborn Sheldon Sutherland	IA	0	0	270	0	270
Osceola	Harris Melvin Ocheyedan Sibley	IA	0	0	133	0	133
Palo Alto	Ayrshire Curlew Cylinder Emmetsburg Graettinger Mallard Ruthven West Bend	IA	0	0	480	0	480
Plymouth	Akron Hinton Kingsley Le Mars Merrill Remsen	IA	0	0	235	0	235

9. Distribution by County (7/8/2016 Edition) Friday (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pocahontas	Fonda Havelock Laurens Palmer Pocahontas Rolfe	IA	0	0	452	0	452
Polk	Altoona Ankeny Bondurant Clive Des Moines Elkhart Grimes Johnston Polk City Runnells West Des Moines	IA	0	0	269	0	269
Sac	Auburn Early Lake View Nemaha Odebolt Sac City Schaller Wall Lake	IA	0	0	470	0	470
Sioux	Alton Boyden Granville Hawarden Hospers Hull Maurice Orange City Rock Valley Sioux Center	IA	0	0	329	0	329
Story	Ames Cambridge Collins Colo Huxley Maxwell Mc Callsburg Nevada Roland Slater Story City Zearing	IA	0	0	560	0	560
Webster	Badger Barnum Callender Clare Dayton Duncombe Fort Dodge Gowrie Harcourt Lehigh Moorland Otho Vincent	IA	0	0	986	0	986

9. Distribution by County (7/8/2016 Edition) Friday (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Woodbury	Anthon Correctionville Danbury Lawton Merville Pierson Sergeant Bluff Sioux City	IA	0	0	137	0	137
Wright	Belmond Clarion Dows Eagle Grove Goldfield Rowan Woolstock	IA	0	0	467	0	467
Misc.	Assorted	-	0	0	805	0	805
TOTAL			0	0	13,741	0	13,741

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Farm News reported an average mail distribution of 13,991 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Farm News did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive Farm News on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 351 of 396 or 88.6% report they regularly read or look through Farm News.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

11. Verification of Distribution

Controlled Bulk / Demand Distribution / Single Copy

Farm News did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle.

12. Paid Reporting Analysis – Not Applicable



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Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Corn Edition	January	January
Progress Agriculture	February	February
Spring Farm	March	March
Century Farms	May	June
Harvest Edition	August	August
Barn Tab	October	November

Optional Publisher Reporting – Events Hosted Reporting

EVENT TITLE	EVENT FOCUS	DEADLINE DATE	EVENT DATE	ESTIMATED ATTENDANCE
Farm News Ag Show	Farm Show	November	December	2,000

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires June 30, 2018.
If this report is presented after June 30, 2018 please call the toll-free number listed below.



Farm News - Fort Dodge, IA - 10-0216 - Supplemental Readership Study

The Circulation Verification Council surveyed Farm News readers in the primary market areas indicated in publication’s CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or “non-zero”) probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of three weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 351 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 11 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

• **Average estimated readers per edition during the audit period: 1.7**
 *Readership estimates compiled from 2016 CVC circulation & readership study data.

1. Farm News is distributed regularly in your area. Do you regularly read or look through Farm News?
 YES 362 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Farm News?
 YES 273 75.4%
 NO 89 24.6%

3. How long do you keep Farm News before discarding it?
 31% 1-2 Days
 28% 3-4 Days
 11% 5-6 Days
 30% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)
 Reader Demographics Market Demographics
 80% 50% Male Readers
 20% 50% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	05% 18 - 20
02%	08% 21 - 24
06%	18% 25 - 34
21%	15% 35 - 44
28%	18% 45 - 54
27%	17% 55 - 64
13%	10% 65 - 74
02%	06% 75 - 84
01%	03% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	10% under \$15,000
02%	09% \$15,000 - \$24,999
05%	10% \$25,000 - \$34,999
08%	14% \$35,000 - \$49,999
20%	20% \$50,000 - \$74,999
23%	14% \$75,000 - \$99,999
14%	09% \$100,000 - \$124,999
09%	05% \$125,000 - \$149,999
09%	05% \$150,000 - \$199,999
10%	04% over \$200,000

7. Do you plan to buy farm equipment over the next 12 months?

YES	315	87.0%
NO	47	13.0%

8. Do you plan to buy seed over the next 12 months?

YES	327	90.3%
NO	35	09.7%

9. Do you plan to buy chemicals/fertilizer over the next 12 months?

YES	325	89.8%
NO	37	10.2%



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