

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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.

Canadian Circulations Audit Board
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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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THE WESTERN PRODUCER

Western Producer Publications
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E-mail: hortense.pereira@producer.com
Web Site: www.producer.com

Official Publication of: None
Established: 1923
Issues Per Year: 52
(See Paragraph 8)

FIELD SERVED

Agriculture and rural life including agriculture producers and agri-business including farms, ranches, crop & livestock businesses, equipment manufacturers, dealerships, distributors and others allied to the industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include individuals and companies within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,521
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	263
Digital _____	-
All Other _____	427
TOTAL	2,211

*See Paragraph 8

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	52,533	94.5	-	-	52,533	94.5
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	56	0.1	-	-	56	0.1
*Single Copy Sales _____	2,988	5.4	-	-	2,988	5.4
TOTAL QUALIFIED CIRCULATION	55,577	100.0	-	-	55,577	100.0

*See Paragraph 8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Qualified Non-Paid	*Qualified Paid	Total Qualified
January 7 _____	-	56,471	56,471
January 14 _____	-	56,224	56,224
January 21 _____	-	55,869	55,869
January 28 _____	-	56,254	56,254
February 4 _____	-	56,209	56,209
February 11 _____	-	55,952	55,952
February 18 _____	-	56,128	56,128
February 25 _____	-	55,862	55,862
March 4 _____	-	55,914	55,914
March 11 _____	-	55,762	55,762
March 18 _____	-	55,712	55,712
March 25 _____	-	55,717	55,717
April 1 _____	-	55,699	55,699
April 8 _____	-	55,656	55,656
April 15 _____	-	55,646	55,646
April 22 _____	-	55,556	55,556
April 29 _____	-	55,368	55,368
May 6 _____	-	55,307	55,307
May 13 _____	-	55,230	55,230
**May 20 _____	-	55,093	55,093
May 27 _____	-	54,952	54,952
June 3 _____	-	54,816	54,816
June 10 _____	-	54,763	54,763
June 17 _____	-	54,667	54,667
June 24 _____	-	54,594	54,594

*See Paragraph 8
**Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 2010
This issue is 0.9% or 504 copies below the average of the other 24 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	QUALIFIED NON-PAID	QUALIFIED PAID	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
Agriculture producers and agri-business including farms, ranches, crop & livestock businesses, equipment manufacturers, dealerships, distributors and others allied to the industry_____	-	52,009	51,916	93	52,009	94.4
Single Copy Sales _____	-	3,084	3,084	-	3,084	5.6
TOTAL QUALIFIED CIRCULATION	-	55,093	55,000	93	55,093	100.0
PERCENT	-	100.0	99.8	0.2	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 2010				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	-	-	-
Individuals by name only _____	-	47,935	47,935	87.0
Titles or functions only _____	-	-	-	-
Company names only _____	-	4,018	4,018	7.3
Multi-Copy Same Addressee copies _____	-	56	56	0.1
Single Copy Sales _____	-	3,084	3,084	5.6
TOTAL QUALIFIED CIRCULATION	-	55,093	55,093	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 20, 2010						
Provinces	Qualified Paid			Qualified Non-Paid	Total Qualified	Percent
	Single Copy Sales	Subscriptions	Total			
Newfoundland and Labrador _____	-	2	2	-	2	-
Prince Edward Island _____	-	17	17	-	17	-
Nova Scotia _____	-	42	42	-	42	0.1
New Brunswick _____	-	24	24	-	24	-
Quebec _____	-	112	112	-	112	0.2
Ontario _____	8	1,029	1,037	-	1,037	1.9
Manitoba _____	258	5,167	5,425	-	5,425	9.8
Saskatchewan _____	1,851	25,580	27,431	-	27,431	49.8
Alberta, N.W.T. and Nunavut _____	709	17,032	17,741	-	17,741	32.2
B.C. and Yukon _____	258	2,911	3,169	-	3,169	5.8
TOTAL FOR CANADA	3,084	51,916	55,000	-	55,000	99.8
United States _____	-	73	73	-	73	0.2
Other Foreign _____	-	20	20	-	20	-
TOTAL OUTSIDE CANADA	-	93	93	-	93	0.2
TOTAL QUALIFIED CIRCULATION	3,084	52,009	55,093	-	55,093	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 52 issues for \$66.89		
5. PRICES	Total	Percent
Offers (>= to 5% of total Orders)		
52 Issues for \$69.46 _____	8,052	47.9
104 Issues for \$129.18 _____	3,681	21.9
53 Issues for \$69.46 _____	2,790	16.6
105 Issues for \$129.18 _____	1,670	9.9
All Others _____	616	3.7
TOTAL	16,809	100.0

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	14,948	88.9
Ordered with editorial promotional incentive including reprints _____	-	-
Ordered with other promotional incentive (See Paragraph 8) _____	1,861	11.1
TOTAL	16,809	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ending	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified: _____	66,321	63,055	55,718	58,847	57,564	55,577
Qualified Non-Paid: _____	5,060	3,097	-	-	-	-
Qualified Paid: _____	61,261	59,958	55,718	58,847	57,564	55,577
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$62.47	\$64.74	\$66.23	\$67.10	\$68.46	\$66.89

*NOTE: January - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
**NC = None Claimed.

TRADE SHOWS AND CONVENTIONS:

DATE	COPIES	SHOW/CONVENTION
January 7	150 75	Western Canadian Crop Production Show, Saskatoon, SK Peace Country Beef Congress, Grande Prairie, AB
January 14	450 50 600	Western Canadian Crop Production Show, Saskatoon, SK Cattleman's Corral/Crop Visions, Lloydminster, SK Manitoba Ag Days, Brandon, MB
January 21	300 100 200	Manitoba Ag Days, Brandon, MB Alberta Association Ag Society, Edmonton, AB Canadian Bull Congress, Camrose, AB
January 28	100	Farm Tech, Edmonton, AB
February 4	50	Holistic Management Conference, Russell, MB
February 11	25	Canadian Association of Agri-Retailers, Saskatoon, SK
February 25	200	Ag Expo, Lethbridge, AB
March 4	500 450 50	Ag Expo, Lethbridge, AB Sports & Leisure Show, Saskatoon, SK Peace Country Classic Agri-Show, Grande Prairie, AB
March 11	175	Peace Country Classic Agri-Show, Grande Prairie, AB
March 25	75 300	Lloydminster Show Case, Lloydminster, SK Gardenscape, Saskatoon, SK
April 1	50	Alberta Farm & Ranch Show, Edmonton, AB
April 8	425 75	Alberta Farm & Ranch Show, Edmonton, AB North Battleford Agri-Mex, North Battleford, SK
April 15	1000 25 125	National Agri-Marketing Assoc. Conv., Kansas City, MO Kramer Auction Sale, North Battleford, SK Youth Forum, Orangeville, ON
April 22	75	Northwest Trade Fair, Meadow Lake, SK
June 10	50	Sask Stock Growers Assoc., Moose Jaw, SK
June 17	900	Western Canada Farm Progress Show, Regina, SK
TOTAL	6,575	

8. ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the January 7, 2010 issue, The Western Producer changed its frequency from 53 to 52 issues per year.

PARAGRAPH 1 & 2:

Single copy sales for the period of April 1, 2010 to June 24, 2010 are based on the average known sales from January 1, 2009 to December 31, 2009 inclusive for an average single copy sales of 66.0% of the draw.

PARAGRAPH 6:

The following premiums were offered with the basic subscription rates and range in value from \$2.51 to \$6.40.

Pocket and desk calculators, scissors, notepads, measuring tapes, rain gauges, stainless steel mugs, mini pliers, pocket knives, sorting sticks, manicure sets, cooler bags, cookbooks, desk clocks, playing cards, ball caps, toques and multi-tool pliers.

Paragraphs 3c and 7 are reported at the option of the publisher.

PARAGRAPH 2 - SINGLE COPY SALES:

ISSUE	TOTAL QUALIFIED	SINGLE COPY SALES	TOTAL CIRCULATION
January 7	53,746	2,725	56,471
January 14	53,632	2,592	56,224
January 21	53,426	2,443	55,869
January 28	53,355	2,899	56,254
February 4	53,291	2,918	56,209
February 11	53,194	2,758	55,952
February 18	53,078	3,050	56,128
February 25	52,951	2,911	55,862
March 4	52,876	3,038	55,914
March 11	52,738	3,024	55,762
March 18	52,680	3,032	55,712
March 25	52,595	3,122	55,717
April 1	52,584	3,115	55,699
April 8	52,543	3,113	55,656
April 15	52,535	3,111	55,646
April 22	52,449	3,107	55,556
April 29	52,286	3,082	55,368
May 6	52,220	3,087	55,307
May 13	52,137	3,093	55,230
May 20	52,009	3,084	55,093
May 27	51,870	3,082	54,952
June 3	51,740	3,076	54,816
June 10	51,684	3,079	54,763
June 17	51,585	3,082	54,667
June 24	51,516	3,078	54,594

PUBLISHER'S AFFIDAVIT

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

Hortense Pereira, Supervisor
Kerry Lubchenko, Manager

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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