

BUSINESS PUBLICATION

Publisher's Statement

6 months ended June 30, 2018

Subject to Audit

Field Served:

THE PACKER serves growers, shippers, packers, retailers, wholesalers, jobbers, repackers, military commissaries, brokers, foodservice distributors, importers, exporters, food processors, foodservice buyers, truck brokers, truck haulers, traffic managers, air/rail transportation representatives, educational/financial institutions, government agencies, industry associations, commodity promotions groups, or others allied to the field.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				18,025
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	1,170	Qualified Nonpaid Individual - Print		15,586
Qualified Paid Individual - Digital	70	Qualified Nonpaid Individual - Digital		1,199
Total Qualified Paid Individual	1,240	Total Qualified Nonpaid Individual		16,785
Total Average Qualified Paid Circulation	1,240	Total Average Qualified Nonpaid Circulation		16,785

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		167
Total Nonqualified Allocated for Shows & Conventions		167
Nonqualified Miscellaneous, Including Staff Copies - Print		825
Nonqualified Miscellaneous, Including Staff Copies - Digital		29
Total Nonqualified Miscellaneous, Including Staff Copies		854
Total Average Nonqualified Circulation		1,021

CIRCULATION BY ISSUES

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jan 01	1,105	83		1,188	15,629	1,214		16,843	18,031
Jan 08	1,106	83		1,189	15,599	1,239		16,838	18,027
Jan 15	1,102	83		1,185	15,591	1,240		16,831	18,016
Jan 22	1,137	81		1,218	15,599	1,233		16,832	18,050
Jan 29	1,121	79		1,200	15,599	1,229		16,828	18,028
Feb 05	1,121	79		1,200	15,593	1,222		16,815	18,015
Feb 12	1,138	78		1,216	15,570	1,222		16,792	18,008
Feb 19	1,148	77		1,225	15,560	1,220		16,780	18,005
Feb 26	1,161	77		1,238	15,567	1,225		16,792	18,030
Mar 05	1,154	76		1,230	15,564	1,228		16,792	18,022
Mar 12	1,171	75		1,246	15,562	1,226		16,788	18,034
Mar 19	1,195	78		1,273	15,552	1,220		16,772	18,045
Mar 26	1,199	77		1,276	15,523	1,217		16,740	18,016
Fresh Trends	1,184	74		1,258	15,609	1,226		16,835	18,093
Apr 02	1,153	74		1,227	15,581	1,218		16,799	18,026
Apr 09	1,170	70		1,240	15,612	1,161		16,773	18,013
Apr 16	1,164	68		1,232	15,591	1,183		16,774	18,006
Apr 23	1,186	67		1,253	15,630	1,160		16,790	18,043
Apr 30	1,169	67		1,236	15,601	1,165		16,766	18,002
May 07	1,197	67		1,264	15,592	1,162		16,754	18,018
May 14	1,204	67		1,271	15,587	1,155		16,742	18,013
May 21	1,218	53		1,271	15,573	1,173		16,746	18,017
May 28	1,213	53		1,266	15,576	1,170		16,746	18,012
Jun 04	1,227	52		1,279	15,575	1,167		16,742	18,021
Jun 11	1,211	51		1,262	15,606	1,165		16,771	18,033
Jun 18	1,213	50		1,263	15,578	1,167		16,745	18,008
Jun 25	1,221	50		1,271	15,591	1,159		16,750	18,021

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	Qualified Paid & Nonpaid - Print & Digital (Unduplicated)
1.	Retailers - Corporate, Chain Supermarkets, Wholesales Grocers, Retail Cooperatives or Voluntary Affiliates, Independent Supermarket Operators, Wholesale Clubs or Discount/Food Operators, Military Commissaries, Buying Officers	10,164	56.4	9,455	709	
2.	Produce Wholesalers, Distributors, Jobbers, Brokers, Buying Brokers, Repackers, Importers and Exporters, Fresh Cut Produce Processors, Food Processors and Online Produce Services	3,314	18.4	3,128	186	
3.	Growers, Shippers, Packers, Sales Agents/Marketers and Marketing Co-Ops	2,511	13.9	2,286	225	
4.	Foodservice Distributors, Foodservice Operators (Buyers at restaurants, schools, hotels or hospitals)	1,519	8.4	1,467	52	
	Other Paid Circulation					
	Subscriptions	513	2.8	476	37	
	Single Copy Sales					
	Total Qualified Circulation	18,021	100.0	16,812	1,209	

AGE OF SOURCE ANALYSIS				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	8,594	910		6,052	2,146	1,320	9,518	56.8
Written								
Telecommunication	7,422	704		5,352	1,950	832	8,134	48.6
Internet and Email	1,172	206		700	196	488	1,384	8.3
Total Direct Request From Recipient's Company	2,381	46		1,684	575	161	2,420	14.5
Written	1,360	1		1,119	237		1,356	8.1
Telecommunication	917	44		565	338	57	960	5.7
Internet and Email	104	1				104	104	0.6
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories	1,312	180		1,496			1,496	8.9
Lists								
Acquired Circulation								
Other Sources	3,304	23		3,316			3,316	19.8
Total Qualified Subscriptions	15,591	1,159		12,548	2,721	1,481	16,750	100.0
Percent	93.1	6.9		74.9	16.2	8.8	100.0	
Paid Subscription Circulation							1,271	
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							18,021	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	10			10	211	6		217	227
Arizona	44			44	233	16		249	293
Arkansas	4			4	188	17		205	209
California	263	14		277	2,377	148		2,525	2,802
Colorado	21	6		27	156	6		162	189
Connecticut	3			3	90	12		102	105
Delaware	2	1		3	19	2		21	24
District of Columbia	12	2		14	1			1	15
Florida	143	6		149	1,874	91		1,965	2,114
Georgia	54	3		57	467	23		490	547
Idaho	21	1		22	159	35		194	216
Illinois	42	1		43	459	29		488	531
Indiana	7			7	160	15		175	182
Iowa	3			3	163	6		169	172
Kansas	6			6	203	20		223	229
Kentucky	8	2		10	192	10		202	212
Louisiana	7			7	185	6		191	198
Maine	2			2	82	4		86	88
Maryland	9	1		10	148	9		157	167
Massachusetts	19			19	240	25		265	284
Michigan	61	1		62	424	22		446	508
Minnesota	14			14	432	74		506	520
Mississippi	6			6	122	6		128	134
Missouri	12			12	281	12		293	305
Montana					77	7		84	84
Nebraska	2			2	177	12		189	191
Nevada	2			2	33	5		38	40
New Hampshire					60	6		66	66
New Jersey	36	1		37	244	19		263	300
New Mexico					45	5		50	50
New York	38	3		41	525	36		561	602
North Carolina	44	2		46	413	21		434	480
North Dakota	8			8	123	6		129	137
Ohio	24	1		25	465	51		516	541
Oklahoma					157	10		167	167
Oregon	15			15	317	17		334	349
Pennsylvania	53			53	635	25		660	713
Rhode Island	1			1	35	1		36	37
South Carolina	12			12	213	3		216	228
South Dakota					42	8		50	50
Tennessee	11			11	247	8		255	266
Texas	61			61	735	58		793	854
Utah	7			7	60	8		68	75
Vermont					33	2		35	35
Virginia	15			15	183	20		203	218
Washington	36	3		39	671	84		755	794
West Virginia	2			2	53	5		58	60
Wisconsin	19			19	401	28		429	448
Wyoming					17			17	17
TOTAL 48 CONTERMINOUS STATES	1,159	48		1,207	14,827	1,039		15,866	17,073
Alaska					15			15	15
Hawaii	5			5	44	3		47	52
TOTAL ALASKA & HAWAII	5			5	59	3		62	67
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	1,164	48		1,212	14,886	1,042		15,928	17,140
Poss. & Other Areas	3			3	14			14	17
U.S. & POSS., etc.	1,167	48		1,215	14,900	1,042		15,942	17,157
Canada	50			50	668	90		758	808
International	4	2		6	23	27		50	56
Military or Civilian Personnel Overseas									
Total International	54	2		56	691	117		808	864
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	1,221	50		1,271	15,591	1,159		16,750	18,021

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$149.00
Single Copy	\$10.00

Definition of Recipient Qualification:

Qualified recipients are: titled and nontitled personnel as reported in the Field Served and Other Paid Subscriptions.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Other Sources: Represent copies served to subscribers obtained from the corporate database of Farm Journal Media, USDA Farm Service Industry and other recognized lists.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the June 25, 2018 issue.

Age of Source Projection: The figures used are based on percentages established for the December 25, 2017 issue and projected against the totals for the June 25, 2018 issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
Global Organic Produce Expo	Hollywood, FL	1/25-1/27/2018	1/22/2018	700
Southern Exposure 2018	Tampa, FL	3/1-3/3/2018	2/26/2018	200
Viva Fresh Produce Expo	San Antonio, TX	4/5-4/7/2018	4/02/2018	1050
Canadian Produce Marketing Association	Vancouver, BC, Canada	4/24-4/26/2018	4/23/2018	800
West Coast Produce Expo	Palm Desert, CA	5/11-5/12/2018	5/07/2018	1200
United Fresh 2018	Chicago, IL	6/25-6/27/2018	6/25/2018	570

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 Alliance for Audited Media's Bylaws and Rules.

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