

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Feed-Lot Magazine Inc.
116 E. Long Street
Dighton, KS 67839
Tel.: (620) 397-2838
Fax: (620) 397-2839
Website: www.feedlotmagazine.com
Email: feedlot@st-tel.net

Official Publication of: None
Established: 1992
Issues per Year: 6

FIELD SERVED

FEED LOT serves feedlots and cow/calf operations in the beef industry who meet one or more of the following criteria: (1) feed 500 or more head annually on grains and concentrates; and/or (2) maintain an inventory of 500 or more beef cows; and/or (3) backgrounders; and/or (4) stocker/grower, preconditioner; and/or (5) veterinarian, nutritionist; and/or practice.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, managers, supervisory or technical personnel, including veterinarians, nutritionists and/or practices, and other titled and non-titled personnel of feedlot or cattle operations who meet one or more of field served criteria.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,193
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	198
Digital _____	-
All Other _____	477
TOTAL	1,868

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,465	100.0	9,465	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,465	100.0	9,465	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
February _____	42	190	9,414
March/April _____	24	419	9,809
May/June _____	1,548	911	9,172
TOTAL	1,614	1,520	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

This issue is 4.6% or 440 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	President/ Owner	Manager, Foreman/ Supervisor, Herdsman	Veterinarian/ Nutritionist	Consultant	Other titled and non-titled copies
FEEDLOTS WITH ONE TIME CAPACITY OF OVER 500 HEAD WHO FEED BEEF CATTLE ON GRAINS AND CONCENTRATES (NUMBER OF HEAD FED ANNUALLY)							
30,000+ (head) _____	430	4.7	105	254	16	9	46
10,000-29,999 (head) _____	491	5.3	190	255	9	4	33
5,000-9,999 (head) _____	430	4.7	245	152	3	2	28
3,000-4,999 (head) _____	349	3.8	234	70	7	5	33
1,000-2,999 (head) _____	964	10.5	676	96	18	8	166
500-999 _____	2,054	22.4	1,357	164	52	11	470
Subtotal	4,718	51.4	2,807	991	105	39	776
Qualified in category other than above (See Note 1) _____	4,454	48.6	1,339	133	1,040	110	1,832
Total	9,172	100.0	4,146	1,124	1,145	149	2,608
500 HEAD AND OVER BEEF COW/CALF OPERATORS (ANNUAL INVENTORY MAINTAINED)							
3,000+ (head) _____	121	1.3	53	29	10	11	18
2,000-2,999 (head) _____	104	1.1	33	19	5	1	46
1,000-1,999 (head) _____	400	4.4	180	42	7	2	169
500-999 (head) _____	3,083	33.6	1,452	181	47	12	1,391
Subtotal	3,708	40.4	1,718	271	69	26	1,624
Qualified in category other than above (See Note 1) _____	5,464	59.6	2,428	853	1,076	123	984
Total	9,172	100.0	4,146	1,124	1,145	149	2,608
OPERATORS WHO ARE A BACKGROUNDER, STOCKER/ GROWER,							
1,000+ (head) _____	983	10.7	792	124	20	11	36
500-999 (head) _____	575	6.3	499	44	10	1	21
400-499 (head) _____	132	1.4	114	4	1	1	12
300-399 (head) _____	184	2.0	155	10	3	-	16
200-299 (head) _____	262	2.8	202	16	6	1	37
100-199 (head) _____	289	3.2	222	16	12	1	38
Subtotal	2,425	26.4	1,984	214	52	15	160
Qualified in category other than above _____	6,747	73.6	2,162	910	1,093	134	2,448
Total	9,172	100.0	4,146	1,124	1,145	149	2,608
Veterinarian / Nutritionist and/or Practice _____	1,154	12.6	30	6	1,009	101	8
Qualified in category other than above (Note 1) _____	8,018	87.4	4,116	1,118	136	48	2,600
Total	9,172	100.0	4,146	1,124	1,145	149	2,608
TOTAL QUALIFIED CIRCULATION	9,172	100.0	4,146	1,124	1,145	149	2,608
PERCENT	100.0		45.2	12.3	12.5	1.6	28.4

Note 1: Qualified recipients who meet at least one, but not all, of the above qualifications.

ADDITIONAL DATA							
OPERATORS WHO ARE SEEDSTOCKER/BREEDER	TOTAL QUALIFIED	PERCENT OF TOTAL	President/ Owner	Manager, Foreman/ Supervisor, Herdsman	Veterinarian/ Nutritionist	Consultant	Other titled and non-titled copies
1,000 + (head) _____	65	0.7	33	17	4	2	9
500 - 999 (head) _____	117	1.3	81	18	2	3	13
400 - 499 (head) _____	39	0.4	26	5	-	-	8
300 - 399 (head) _____	80	0.9	45	11	1	-	23
200 - 299 (head) _____	184	2.0	113	13	-	-	58
100 - 199 (head) _____	366	4.0	162	26	8	-	170
Subtotal	851	9.3	460	90	15	5	281
Qualified in category other than above (See Note 1) _____	8,321	90.7	3,686	1,034	1,130	144	2,327
TOTAL	9,172	100.0	4,146	1,124	1,145	149	2,608

Note 1: Qualified recipients who meet at least one, but not all, of the above qualifications.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	2,983	2,413	-	5,396	58.8
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,265	1,511	-	3,776	41.2
*Association rosters and directories _____	70	662	-	732	8.0
*Business directories _____	67	641	-	708	7.7
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,128	208	-	2,336	25.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,248	3,924	-	9,172	100.0
PERCENT	57.2	42.8	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	6,520	71.1
Individuals by name only _____	1,549	16.9
Titles or functions only _____	53	0.6
Company names only _____	1,050	11.4
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	9,172	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	2		Kentucky _____	79	
New Hampshire _____	1		Tennessee _____	79	
Vermont _____	3		Alabama _____	90	
Massachusetts _____	2		Mississippi _____	48	
Rhode Island _____	2		EAST SO. CENTRAL	296	3.2
Connecticut _____	2		Arkansas _____	59	
NEW ENGLAND	12	0.2	Louisiana _____	30	
New York _____	22		Oklahoma _____	461	
New Jersey _____	5		Texas _____	1,021	
Pennsylvania _____	49		WEST SO. CENTRAL	1,571	17.1
MIDDLE ATLANTIC	76	0.8	Montana _____	554	
Ohio _____	68		Idaho _____	137	
Indiana _____	76		Wyoming _____	344	
Illinois _____	115		Colorado _____	554	
Michigan _____	66		New Mexico _____	171	
Wisconsin _____	66		Arizona _____	63	
EAST NO. CENTRAL	391	4.3	Utah _____	55	
Minnesota _____	179		Nevada _____	31	
Iowa _____	499		MOUNTAIN	1,909	20.8
Missouri _____	383		Alaska _____	2	
North Dakota _____	248		Washington _____	60	
South Dakota _____	314		Oregon _____	134	
Nebraska _____	1,030		California _____	173	
Kansas _____	1,566		Hawaii _____	7	
WEST NO. CENTRAL	4,219	46.0	PACIFIC	376	4.1
Delaware _____	4		UNITED STATES	9,172	100.0
Maryland _____	8		U.S. Territories _____	-	
Washington, DC _____	2		Canada _____	-	
Virginia _____	62		Mexico _____	-	
West Virginia _____	25		Other International _____	-	
North Carolina _____	48		APO/FPO _____	-	
South Carolina _____	20		TOTAL QUALIFIED CIRCULATION	9,172	100.0
Georgia _____	73				
Florida _____	80				
SOUTH ATLANTIC	322	3.5			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	9,411	9,282	9,462	9,150	8,906	9,465
Qualified Non-Paid: ___	9,411	9,282	9,462	9,150	8,906	9,465
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA:

PARAGRAPH 3b:

Association rosters and directories include 5 sources of circulation for quantities of 1 copy or -% to 592 copies or 6.5%.
 Business directories include 1 source of circulation for a quantity of 708 copies or 7.7%.
 Other Sources include 21 sources of circulation for quantities of 1 copy or -% to 1,942 copies or 21.2%, including Farm Market ID.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 7, 2011
Annita Lorimor, Office/Production Manager	State	Kansas
Gregory Strong, Publisher	County	Lane
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Revised	July 7, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	F133P0J1
It will be included in the annual audit made by BPA Worldwide.		