

# PUBLISHER'S SWORN STATEMENT

Qualified recipients of *Hay & Forage Grower* are farmer/producers who meet at least one of the following criteria:

- 1) grow 100 acres or more of alfalfa, and/or
- 2) 100 acres or more of hay (excluding alfalfa), and/or
- 3) 100 acres or more of silage, and/or
- 4) custom harvest 100 acres or more of hay and/or silage
- 5) member of the American Forage and Grasslands Council or
- 6) the National Hay Association.

## CIRCULATION AS OF THE NOVEMBER 2007 ISSUE

Qualified non-paid single copies	74,050
Non-qualified copies	
Non-qualified paid	596
Complimentary	737
<b>TOTAL DISTRIBUTION</b>	<b>75,383</b>

PRODUCERS GROWING ALFALFA	Count	Percent
500 or more acres	11,547	15.6%
350-499	3,730	5.0%
250-349	6,199	8.4%
100-249	24,698	33.4%
50-99	5,604	7.6%
1-49	4,650	6.3%
None or no response	17,622	23.8%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

PRODUCERS GROWING OTHER HAY	Count	Percent
500 or more acres	10,568	14.3%
350-499	4,217	5.7%
250-349	7,790	10.5%
100-249	26,637	36.0%
1-99	9,972	13.5%
None or no response	14,866	20.0%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

PRODUCERS GROWING MORE SILAGE	Count	Percent
150 or more acres	17,793	24.0%
100-149	7,231	9.8%
50-99	5,315	7.2%
1-49	4,542	6.1%
None or no response	39,169	52.9%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

PRODUCERS THAT CUSTOM HARVEST	Count	Percent
500 or more acres	4,378	5.9%
350-499	1,195	1.6%
250-349	2,217	3.0%
100-249	8,405	11.4%
50-99	3,191	4.3%
1-49	2,439	3.3%
None or no response	52,225	70.5%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

# Qualification Source

## November 2007

PRODUCERS THAT SELL HAY	Count	Percent
Sell Hay	28,747	38.8%
Don't sell hay or did not respond	45,303	61.2%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

PRODUCERS WITH BEEF COWS	Count	Percent
1,000 or more	1,529	2.1%
500-999	3,006	4.1%
200-499	12,111	16.4%
100-199	13,417	18.1%
50-99	7,118	9.6%
1-49	5,052	6.8%
None or no response	31,817	42.9%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

PRODUCERS WITH DAIRY COWS	Count	Percent
500 or more	1,389	1.9%
200-499	2,242	3.0%
100-199	3,032	4.1%
50-99	2,320	3.1%
1-49	1,658	2.2%
None or no response	63,409	85.7%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

DIRECT REQUEST FROM RECIPIENT	Count	Percent
Written	37,517	50.7%
Telecommunication	18,697	25.2%
Internet	6,703	9.1%
<b>SUBTOTAL</b>	<b>62,917</b>	<b>100.0%</b>
OTHER THAN DIRECT REQUEST*	Count	Percent
Written	5,437	7.7%
Telecommunication	1,693	2.3%
Internet	541	0.7%
<b>SUBTOTAL</b>	<b>7,671</b>	<b>10.4%</b>
Non-requested copies		
Other sources*	3,462	4.7%
<b>TOTAL</b>	<b>74,050</b>	<b>100.0%</b>

\*Other sources are qualified alfalfa growers who have requested other Penton Media magazines.

# Hay & Forage Grower

We hereby make oath that the information herein is true.

**Bret Kealy**, Publisher  
**Cortney Alden**, Audience Marketing Manager