



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 2019



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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THE COOPÉRATEUR's mission is to promote cooperation, transfer information and knowledge pertaining to the latest agricultural and agrofood issues and economic trends, to our current and potential cooperative-members.

FIELD SERVED
COOPÉRATEUR serves the agricultural industry.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients include members of the Quebec agricultural co-operative movement and others allied to the farming industry.

CHANNELS

COOPÉRATEUR MAGAZINE



4 issues in the period
15,675 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
COOPÉRATEUR MAGAZINE (4 issues in the period)	1,168	14,507	15,675

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	674	4.3	424	2.7	250	1.6
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	14,186	90.5	-	-	14,186	90.5
Multi-Copy Same Addressee	815	5.2	744	4.7	71	0.5
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,675	100.0	1,168	7.4	14,507	92.6

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
April	1,325	14,153	15,478
May/June	1,325	14,128	15,453
July/August	687	14,069	14,756
September	1,334	15,677	17,011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

This issue is 1.9% or 295 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified				Canada				Outside Canada				Total Outside Canada	
	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Paid		Non-Paid		Paid		Non-Paid			
					Individual	MCSA	Individual	MCSA	Individual	MCSA	Individual	MCSA		
1. Members of the Quebec agricultural co- operative movement	13,817	89.4	-	13,817	13,813	-	-	-	13,813	4	-	-	-	4
2. Others allied to the field	1,636	10.6	1,325	311	239	72	409	901	1,621	-	-	15	-	15
TOTAL QUALIFIED CIRCULATION	15,453	100.0	1,325	14,128	14,052	72	409	901	15,434	4	-	15	-	19

Note 1: All qualified recipients are in the agriculture industry.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	14	33	192	-	239	239	1.5
II. Request from recipient's company:	1,397	-	-	1,325	72	1,397	9.0
III. Membership Benefit:	13,817	-	-	-	13,817	13,817	89.5
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,228	33	192	1,325	14,128	15,453	100.0
PERCENT	98.6	0.2	1.2	8.6	91.4	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	October 2016 – March 2017	April-September 2017	October 2017 – March 2018	April-September 2018	October 2018 – March 2019	April-September 2019*
Total Audit Average Qualified:	16,994	16,287	16,434	15,286	15,712	15,675
Qualified Non-Paid:	1,299	1,102	1,224	519	1,213	1,168
Qualified Paid:	15,695	15,185	15,210	14,767	14,499	14,507
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$19.81	\$11.36	\$19.93	\$11.95	\$11.82	\$13.51

*NOTE: April – September 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland and Labrador	-	-	-	-
Prince Edward Island	-	-	-	-
Nova Scotia	-	-	-	-
New Brunswick	1	53	54	0.3
Quebec	1,243	13,914	15,157	98.1
Ontario	56	154	210	1.4
Manitoba	6	-	6	-
Saskatchewan	-	1	1	-
Alberta, N.W.T and Nunavut	4	1	5	-
B.C. and Yukon	-	1	1	-
TOTAL FOR CANADA	1,310	14,124	15,434	99.8
United States	10	-	10	0.1
Other Foreign	5	4	9	0.1
TOTAL OUTSIDE CANADA	15	4	19	0.2
TOTAL QUALIFIED CIRCULATION	1,325	14,128	15,453	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 14,186 copies were sold at the following subscription prices: 8 issues for \$10.00. Members yearly subscription price is included in the dues and is non-deductible there from.

PUBLISHER'S AFFIDAVIT

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

Guylaine Gagnon, Directrice et rédactrice en chef

Marianne Lavoie, Adjointe à l'édition

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

Date signed	October 23, 2019
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About BPA Worldwide

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