



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 2018



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 farmers, including members of the Quebec agricultural cooperative movement, and a limited number of others allied to the farming industry.

CHANNELS

COOPÉRATEUR MAGAZINE



4 issues in the period
15,286 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)	519	14,767	15,286

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	600	3.9	276	1.8	324	2.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	14,360	93.9	-	-	14,360	93.9
Multi-Copy Same Addressee	326	2.2	243	1.6	83	0.6
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,286	100.0	519	3.4	14,767	96.6

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
April	515	15,199	15,714
May/June	516	15,192	15,708
July/August	516	14,373	14,889
September	529	14,305	14,834

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2018

This issue is 3.4% or 530 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	13,964	93.8	-	13,964	13,960	-	-	-	13,960	4	-	-	-	4
2. Others allied to the field	925	6.2	516	409	325	84	261	243	913	-	-	12	-	12
TOTAL QUALIFIED CIRCULATION	14,889	100.0	516	14,373	14,285	84	261	243	14,873	4	-	12	-	16

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2018

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	29	57	512	273	325	598	4.0
II. Request from recipient's company:	84	-	-	-	84	84	0.6
III. Membership Benefit:	13,964	-	-	-	13,964	13,964	93.8
IV. Communication from recipient or recipient's company (other than request):	243	-	-	243	-	243	1.6
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	14,320	57	512	516	14,373	14,889	100.0
PERCENT	96.2	0.4	3.4	3.5	96.5	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	October 2015 – March 2016	April-September 2016	October 2016 – March 2017	April-September 2017	October 2017 – March 2018	April-September 2018*
Total Audit Average Qualified:	17,422	17,078	16,994	16,287	16,434	15,286
Qualified Non-Paid:	1,294	1,121	1,299	1,102	1,224	519
Qualified Paid:	16,128	15,957	15,695	15,185	15,210	14,767
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$17.23	\$10.39	\$19.81	\$11.36	\$19.93	\$11.95

*NOTE: April – September 2018 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 JULY/AUGUST 2018

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland and Labrador	-	-	-	-
Prince Edward Island	-	-	-	-
Nova Scotia	-	-	-	-
New Brunswick	-	51	51	0.4
Quebec	441	14,159	14,600	98.1
Ontario	54	156	210	1.4
Manitoba	-	-	-	-
Saskatchewan	6	1	7	-
Alberta, N.W.T and Nunavut	3	1	4	-
B.C. and Yukon	-	1	1	-
TOTAL FOR CANADA	504	14,369	14,873	99.9
United States	3	-	3	-
Other Foreign	9	4	13	0.1
TOTAL OUTSIDE CANADA	12	4	16	0.1
TOTAL QUALIFIED CIRCULATION	516	14,373	14,889	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 14,360 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.

Marianne Lavoie, Adjointe à l'édition
Guylaine Gagnon, Rédactrice en chef

(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	November 7, 2018
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