



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 2017

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.

La Coop Federee
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 FAX No.:
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<http://www.coopérateur.coop>

About

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 co-operative movement, and a limited number of others allied to the farming industry.

CHANNELS

COOPERATEUR Magazine



4 issues in period
 16,286 average circulation

EXECUTIVE SUMMARY

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

COOPERATEUR (4 issues in period)

Non-Paid	Paid	Average
1,102	15,184	16,286

MAGAZINE CHANNEL Official Publication Of: La Coop fédérée /Established: 1972/Issues Per Year:8

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED

	Copies
Not Included Elsewhere	-
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows If, and Conventions	-
All Other	1,764
TOTAL	1,764

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	696	4.3	335	2.1	361	2.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	14,690	90.2	-	-	14,690	90.2
Multi-Copy Same Addressee	901	5.5	767	4.7	134	0.8
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,287	100.0	1,102	6.8	15,185	93.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
April	1,297	15,546	16,843
May/June	1,295	15,550	16,845
July/August	589	15,404	15,993
September	1,226	14,238	15,464

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2017

This issue is 2.4% or 391 copies below the average of the other 3 issues reported in Paragraph 2.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	INDIVIDUAL PAID CANADA	MCSA PAID CANADA	INDIVIDUAL NON-PAID CANADA	MCSA NON-PAID CANADA	TOTAL CANADA	INDIVIDUAL PAID OUTSIDE CANADA	MCSA PAID OUTSIDE CANADA	INDIVIDUAL NON-PAID OUTSIDE CANADA	MCSA NON-PAID OUTSIDE CANADA	TOTAL OUTSIDE CANADA
1. Members of the Quebec agricultural co-operative movement	14,920	93.3	-	14,920	14,916	-	-	-	14,916	4	-	-	-	4
2. Farmers and a limited number of others allied to the farming industry	1,073	6.7	589	484	359	125	334	253	1,071	-	-	2	-	2
TOTAL QUALIFIED CIRCULATION	15,993	100.0	589	15,404	15,275	125	334	253	15,987	4	-	2	-	6
PERCENT	100.0	-	3.7	96.3	95.5	0.8	2.1	1.6	100.0	-	-	-	-	-

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2017

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request:	129	184	382	336	359	695	4.3
II. Request from recipient's company:	378	-	-	253	125	378	2.4
III. Membership benefit:	14,920	-	-	-	14,920	14,920	93.3
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	15,427	184	382	589	15,404	15,993	100.0
PERCENT	96.5	1.2	2.4	3.7	96.3	100.0	-

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	October - March 2015	April - September 2015	October - March 2016	April - September 2016	October - March 2017	April - September 2017*	October - March 2017	April - September 2017*	October - March 2017	April - September 2017*
Total Audit Average Qualified:	17,743	17,456	17,422	17,078	16,994	16,287	16,994	16,287	16,994	16,287
Qualified Non-Paid:	1,347	1,130	1,294	1,121	1,299	1,102	1,299	1,102	1,299	1,102
Qualified Paid:	16,396	16,326	16,128	15,957	15,695	15,185	15,695	15,185	15,695	15,185
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$16.44	\$10.08	\$17.23	\$10.39	\$19.81	\$11.36	\$19.81	\$11.36	\$19.81	\$11.36

*NOTE: April - September 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC = None Claimed.

GEOGRAPHIC DISTRIBUTION**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2017**

Province	SCS	Subscription	Total Paid	Qualified Non-Paid	Total Qualified	Percent
Newfoundland and Labrador	-	-	-	-	-	-
Prince Edward Island	-	-	-	-	-	-
Nova Scotia	-	-	-	-	-	-

		Report				
New Brunswick	-	52	52	1	53	0.3
Quebec	-	15,167	15,167	566	15,733	98.4
Ontario	-	179	179	18	197	1.2
Manitoba	-	-	-	1	1	-
Saskatchewan	-	-	-	-	-	-
Alberta, N.W.T. and Nunavut	-	1	1	1	2	-
B.C. and Yukon	-	1	1	-	1	-
TOTAL FOR CANADA	-	15,400	15,400	587	15,987	100.0
United States	-	-	-	-	-	-
Other Foreign	-	4	4	2	6	-
TOTAL OUTSIDE CANADA	-	4	4	2	6	-
TOTAL	-	15,404	15,404	589	15,993	100.0

ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the January/February 2017 issue, Coopérateur changed its frequency from 9 to 8 issues per year.

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 14,690 copies were sold at the following subscription prices: 9 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 testify that all data set forth in this statement are true.

Marie-Hélène Gaudin, 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Date signed

Province

City

Received by BPA Worldwide

Type

ID Number

October 11, 2017

Québec

Montréal

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