



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED MARCH 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

COOPERATEUR MAGAZINE



4 Issues in the period
16,434 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)	1,224	15,210	16,434

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	664	4.0	323	1.9	341	2.1
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	14,785	90.0	-	-	14,785	90.0
Multi-Copy Same Addressee	985	6.0	901	5.5	84	0.5
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,434	100.0	1,224	7.4	15,210	92.6

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017/2018 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
October	1,237	15,239	16,476
November/ December	1,234	15,199	16,433
January/ February	1,222	15,197	16,419
March	1,201	15,205	16,406

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2018

This issue is 0.1% or 19 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 OF TOTAL	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	PAID		NON-PAID			PAID		NON-PAID			
					Individual	MCSA	Individual	MCSA	Total Canada	Individual	MCSA	Individual	MCSA		
1. Members of the Quebec agricultural co- operative movement	14,772	90.0	-	14,772	14,768	-	-	-	-	14,768	4	-	-	-	4
2. Others allied to the field	1,647	10.0	1,222	425	341	84	319	901	1,645	-	-	2	-	-	2
TOTAL QUALIFIED CIRCULATION	16,419	100.0	1,222	15,197	15,109	84	319	901	16,413	4	-	2	-	-	6

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2018

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	175	145	342	321	341	662	4.0
II. Request from recipient's company:	985	-	-	901	84	985	6.0
III. Membership Benefit:	14,772	-	-	-	14,772	14,772	90.0
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	15,932	145	342	1,222	15,197	16,419	100.0
PERCENT	97.0	0.9	2.1	7.4	92.6	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	April-September 2015	October 2015 - March 2016	April-September 2016	October 2016 - March 2017	April-September 2017*	October 2017 - March 2018*
Total Audit Average Qualified:	17,456	17,422	17,078	16,994	16,287	16,434
Qualified Non-Paid:	1,130	1,294	1,121	1,299	1,102	1,224
Qualified Paid:	16,326	16,128	15,957	15,695	15,185	15,210
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$10.08	\$17.23	\$10.39	\$19.81	\$11.36	\$19.93

*NOTE: April 2017 - March 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 JANUARY/FEBRUARY 2018

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland and Labrador	-	-	-	-
Prince Edward Island	-	-	-	-
Nova Scotia	-	-	-	-
New Brunswick	1	51	52	0.3
Quebec	1,174	14,961	16,135	98.4
Ontario	43	178	221	1.3
Manitoba	1	-	1	-
Saskatchewan	-	1	1	-
Alberta, N.W.T and Nunavut	1	1	2	-
B.C. and Yukon	-	1	1	-
TOTAL FOR CANADA	1,220	15,193	16,413	100.0
United States	-	-	-	-
Other Foreign	2	4	6	-
TOTAL OUTSIDE CANADA	2	4	6	-
TOTAL QUALIFIED CIRCULATION	1,222	15,197	16,419	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 14,785 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.

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

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