



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED MARCH 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
15,712 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)	1,213	14,499	15,712

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	583	3.7	312	2.0	271	1.7
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	14,144	90.0	-	-	14,144	90.0
Multi-Copy Same Addressee	985	6.3	901	5.7	84	0.6
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,712	100.0	1,213	7.7	14,499	92.3

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018/ 2019 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
October	1,214	14,137	15,351
November/ December	1,215	14,122	15,337
January/ February	1,196	14,129	15,325
March	1,228	15,609	16,837

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

This issue is 9.8% or 1,499 copies above 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	15,265	90.7	-	15,265	15,261	-	-	-	15,261	4	-	-	-	4
2. Others allied to the field	1,572	9.3	1,228	344	246	84	327	901	1,558	14	-	-	-	14
TOTAL QUALIFIED CIRCULATION	16,837	100.0	1,228	15,609	15,507	84	327	901	16,819	18	-	-	-	18

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2019

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	19	41	200	-	260	260	1.5
II. Request from recipient's company:	1,312	-	-	1,228	84	1,312	7.8
III. Membership Benefit:	15,265	-	-	-	15,265	15,265	90.7
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	16,596	41	200	1,228	15,609	16,837	100.0
PERCENT	98.6	0.2	1.2	7.3	92.7	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	April-September 2016	October 2016 – March 2017	April-September 2017	October 2017 – March 2018	April-September 2018*	October 2018 – March 2019*
Total Audit Average Qualified:	17,078	16,994	16,287	16,434	15,286	15,712
Qualified Non-Paid:	1,121	1,299	1,102	1,224	519	1,213
Qualified Paid:	15,957	15,695	15,185	15,210	14,767	14,499
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$10.39	\$19.81	\$11.36	\$19.93	\$11.95	\$11.82

*NOTE: April 2018 – March 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 MARCH 2019

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland and Labrador	-	-	-	-
Prince Edward Island	-	-	-	-
Nova Scotia	-	-	-	-
New Brunswick	-	64	64	0.4
Quebec	1,150	15,383	16,533	98.2
Ontario	54	155	209	1.2
Manitoba	6	-	6	-
Saskatchewan	-	1	1	-
Alberta, N.W.T and Nunavut	4	1	5	-
B.C. and Yukon	-	1	1	-
TOTAL FOR CANADA	1,214	15,605	16,819	99.8
United States	9	-	9	0.1
Other Foreign	5	4	9	0.1
TOTAL OUTSIDE CANADA	14	4	18	0.2
TOTAL QUALIFIED CIRCULATION	1,228	15,609	16,837	100.0

ADDITIONAL DATA

PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 14,144 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, Assistant editor

Guyline Gagnon, Director and editor-in-chief

(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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