

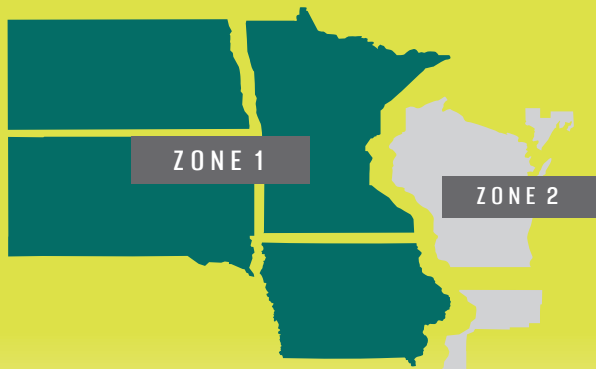
Average estimated readers per edition:  
**2.2**  
**33,871 readers!**

TOTAL DISTRIBUTION BY GROUPS	
Producers (free)	11,407
Subscribers (paid)	1,578
Advertisers (free)	736
Complimentary (free)	83
Newsstand/Counter (free)	1,275
<b>TOTAL</b>	<b>14,979</b>

PRODUCERS	
MINNESOTA	TOTAL 2,821
NORTH DAKOTA	TOTAL 59
SOUTH DAKOTA	TOTAL 163
IOWA	TOTAL 1,148
WISCONSIN	TOTAL 7,328
ILLINOIS	TOTAL 182
MICHIGAN	TOTAL 42

The Dairy Star is mailed out free to ALL registered A & B dairy producers in our circulation area including Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Michigan and Illinois. (see map)

The Dairy Star covers approximately one-third of the producers in the United States. Additional coverage is provided to paid subscribers, advertisers, complimentary, and counter copies. The Dairy Star is available free of charge online at [www.dairystar.com](http://www.dairystar.com).



<b>Full Circulation - 15,500</b>	
Zone 1 - 6,642	Zone 2 - 8,850

## INSERT ZONES

Inserts up to .5 oz.  
 Full Circulation \$1,240<sup>00</sup>  
 Zone 1 \$798<sup>00</sup>  
 Zone 2 \$1,062<sup>00</sup>

WE CAN DESIGN & PRINT YOUR INSERT! Give us a call.



"All dairy, all the time"™

# CIRCULATION