

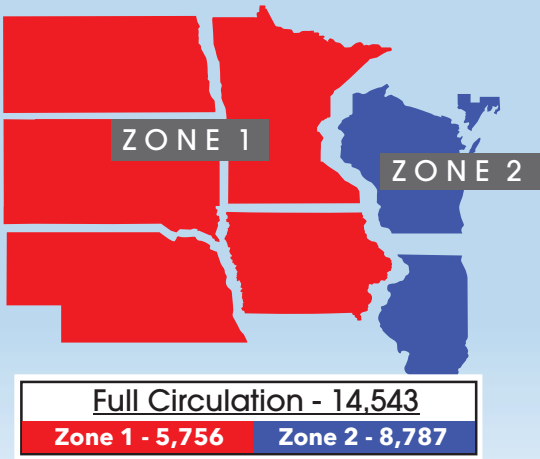
Average estimated readers per edition:
2.2
32,000 readers!

TOTAL Distribution by Groups	
Producers (free).....	11,142
Subscribers (paid) & Advertisers ...	2,306
Newsstand/Counter (free)	1,095
TOTAL 14,543	

PRODUCERS	
MINNESOTA.....	TOTAL 2,306
NORTH DAKOTA.....	TOTAL 53
SOUTH DAKOTA.....	TOTAL 156
IOWA.....	TOTAL 1,078
NEBRASKA.....	TOTAL 91
WISCONSIN.....	TOTAL 6,999
ILLINOIS	TOTAL 419
UP MICHIGAN.....	TOTAL 40

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, Nebraska 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.



INSERT ZONES

Inserts up to .5 oz.
 Full Circulation **\$1,454^{00*}**
 Zone 1 **\$808^{00*}**
 Zone 2 **\$1,228^{00*}**

Call for pre-print prices

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 *Estimated for current circulation, Inserts will be billed for current circulation.



CIRCULATION