

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Malcolm Media • Ag Publishing
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Official Publication of: None
Established: 1992
Issues Per Year: 12

FIELD SERVED

AMERICAN VINEYARD serves the grape industry, primarily grape growers in California, including grape growers in Washington, Oregon, and other regions.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include grape growers, PCAs & consultants, educators/researchers/associations and commission personnel, packers, processors, vintners, and other titled and non-titled personnel and company addressed copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	767
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	341
Digital _____	-
All Other _____	100
TOTAL	1,208

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	9,609	100.0	9,609	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,609	100.0	9,609	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	123	64	9,618
February _____	1	25	9,642
March _____	5	4	9,641
April _____	18	11	9,634
May _____	103	28	9,559
June _____	-	-	9,559
TOTAL	250	132	

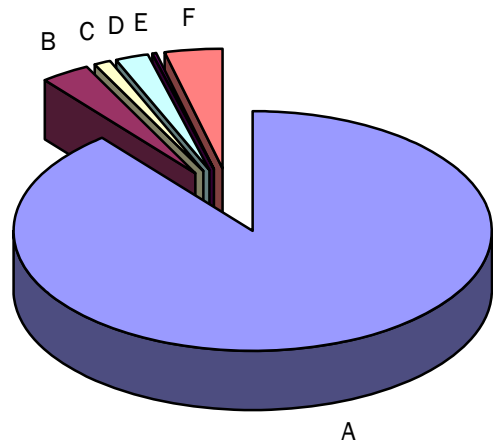
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
 This issue is 0.6% or 60 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS/OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
Grape Growers _____	8,511	89.1
PCAs & Consultants _____	316	3.3
Packers, Processors, Vintners _____	117	1.2
Educators/Researchers/Government _____	197	2.1
Associations/Commissions _____	41	0.4
Others Allied to the Field (See Note 1) _____	377	3.9
TOTAL QUALIFIED CIRCULATION	9,559	100.0

Note 1: Others allied to the field include suppliers, manufacturers, services, and other qualified recipients including company addressed copies.

3a. Breakout of Qualified Circulation of Business/Occupation

	BUSINESS/OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Grape Growers _____	8,511	89.1
B	PCAs & Consultants _____	316	3.3
C	Packers, Processors, Vintners _____	117	1.2
D	Educators/Researchers/Government _____	197	2.1
E	Associations/Commissions _____	41	0.4
F	Others Allied to the Field _____	377	3.9
	TOTAL QUALIFIED CIRCULATION	9,559	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	2,689	1,244	1,315	5,248	54.9
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,311	-	-	4,311	45.1
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,311	-	-	4,311	45.1
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,000	1,244	1,315	9,559	100.0
PERCENT	73.2	13.0	13.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	-	-
Individuals by name only _____	9,542	99.8
Titles or functions only _____	-	-
Company names only _____	17	0.2
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	9,559	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

California Counties	Total Qualified	Percent	California Counties	Total Qualified	Percent
Alameda _____	63	0.7	San Benito _____	24	0.3
Alpine _____	2	-	San Bernardino _____	20	0.2
Amador _____	55	0.6	San Diego _____	49	0.5
Butte _____	24	0.3	San Francisco _____	34	0.4
Calaveras _____	27	0.3	San Joaquin _____	626	6.5
Colusa _____	9	0.1	San Luis Obispo _____	623	6.5
Contra Costa _____	71	0.7	San Mateo _____	24	0.3
El Dorado _____	58	0.6	Santa Barbara _____	140	1.5
Fresno _____	2,869	30.0	Santa Clara _____	113	1.2
Glenn _____	5	-	Santa Cruz _____	39	0.4
Humboldt _____	2	-	Shasta _____	17	0.2
Imperial _____	3	-	Siskiyou _____	1	-
Inyo _____	2	-	Solano _____	36	0.4
Kern _____	246	2.6	Sonoma _____	904	9.5
Kings _____	75	0.8	Stanislaus _____	274	2.9
Lake _____	49	0.5	Sutter _____	11	0.1
Lassen _____	1	-	Tehama _____	5	-
Los Angeles _____	88	0.9	Trinity _____	3	-
Madera _____	378	4.0	Tulare _____	442	4.6
Marin _____	28	0.3	Tuolumne _____	7	0.1
Mariposa _____	7	0.1	Ventura _____	26	0.3
Mendocino _____	240	2.5	Yolo _____	90	0.9
Merced _____	100	1.0	Yuba _____	5	-
Monterey _____	141	1.5	CALIFORNIA COUNTIES SUB-TOTAL	8,964	93.8
Napa _____	623	6.5	Oregon _____	64	0.7
Nevada _____	27	0.3	Washington _____	98	1.0
Orange _____	30	0.3	Other States _____	433	4.5
Placer _____	34	0.4	TOTAL QUALIFIED CIRCULATION	9,559	100.0
Plumas _____	-	-			
Riverside _____	95	1.0			
Sacramento _____	99	1.0			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: ___	10,113	10,080	9,951	9,828	9,724	9,609
Qualified Non-Paid: _____	10,113	10,080	9,951	9,282	9,724	9,609
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for quantities of 4,311 copies or 45.1%, including California Department of Agriculture.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Daniel Malcolm, Publisher

Monica Malcolm, Copy Editor

(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.

Date signed July 15, 2011

State California

County Fresno

Received by BPA Worldwide July 15, 2011

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