



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED MARCH 2020



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.

Sollio Groupe Coopératif  
9001 boul de L'Acadie  
Montréal, Québec  
H4N 3H7 Canada  
Tel.: (514) 384-6450  
www.coopérateur.coop

**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  
15,188 average circulation

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>COOPÉRATEUR MAGAZINE</b> (4 issues in the period)	1,112	14,076	15,188

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>-</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	542	3.6	310	2.0	232	1.6
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	13,763	90.6	-	-	13,763	90.6
Multi-Copy Same Addressee	883	5.8	802	5.3	81	0.5
Single Copy Sales	-	-	-	-	-	-

**TOTAL  
QUALIFIED  
CIRCULATION** 15,188 100.0 1,112 7.3 14,076 92.7

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019/2020 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
October	1,217	14,082	15,299
November/ December	1,118	14,084	15,202
January/ February	1,072	14,074	15,146
March	1,041	14,065	15,106

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2020**  
This issue is 0.7% or 110 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	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	13,764	91.1	-	13,764	13,761	-	-	-	13,761	3	-	-	-	3
2. Others allied to the field	1,342	8.9	1,041	301	220	81	303	733	1,337	-	-	5	-	5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,106</b>	<b>100.0</b>	<b>1,041</b>	<b>14,065</b>	<b>13,981</b>	<b>81</b>	<b>303</b>	<b>733</b>	<b>15,098</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>8</b>

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

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MARCH 2020**

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	325	33	170	308	220	528	3.5
II. Request from recipient's company:	814	-	-	733	81	814	5.4
III. Membership Benefit:	13,764	-	-	-	13,764	13,764	91.1
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - 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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,903</b>	<b>33</b>	<b>170</b>	<b>1,041</b>	<b>14,065</b>	<b>15,106</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.7</b>	<b>0.2</b>	<b>1.1</b>	<b>6.9</b>	<b>93.1</b>	<b>100.0</b>	

**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 2017	October 2017 - March 2018	April-September 2018	October 2018 - March 2019	April-September 2019*	October 2019 - March 2020*
Total Audit Average Qualified:	16,287	16,434	15,286	15,712	15,675	15,188
Qualified Non-Paid:	1,102	1,224	519	1,213	1,168	1,112
Qualified Paid:	15,185	15,210	14,767	14,499	14,507	14,076
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$11.36	\$19.93	\$11.95	\$11.82	\$13.51	\$13.51

\*NOTE: April 2019 - March 2020 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 2020**

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland and Labrador	-	-	-	-
Prince Edward Island	-	-	-	-
Nova Scotia	-	-	-	-
New Brunswick	1	37	38	0.3
Quebec	1,025	13,866	14,891	98.5
Ontario	7	157	164	1.1
Manitoba	1	-	1	-
Saskatchewan	-	-	-	-
Alberta, N.W.T and Nunavut	2	1	3	-
B.C. and Yukon	-	1	1	-
<b>TOTAL FOR CANADA</b>	<b>1,036</b>	<b>14,062</b>	<b>15,098</b>	<b>99.9</b>
United States	1	-	1	-
Other Foreign	4	3	7	0.1
<b>TOTAL OUTSIDE CANADA</b>	<b>5</b>	<b>3</b>	<b>8</b>	<b>0.1</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,041</b>	<b>14,065</b>	<b>15,106</b>	<b>100.0</b>

## ADDITIONAL DATA

### PARAGRAPH 1:

Qualified Paid Membership Benefit averaging 13,763 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, Publishing assistant

Guyline Gagnon, 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.

Date signed	April 16, 2020
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Province	Québec
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#### About BPA Worldwide

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