



**PAID, VERIFIED &  
ANALYZED  
NON-PAID MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

**YANKEE  
MAGAZINE**

For the six months ended June 30, 2009

Field Served: General.

Definition of List Source Recipients:

Method of Circulation for Analyzed Non-Paid Circulation: Mailed to individual recipients via 2nd class mail.

Published by Yankee Publishing, Inc.

Frequency: 6 times/year

ABC Member # 04-1386-0

Yankee

**1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION**

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	324,847	90.6			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>324,847</b>	<b>90.6</b>			
Single Copy Sales	26,824	7.5			
<b>Total Paid &amp; Verified Circulation</b>	<b>351,671</b>	<b>98.1</b>	<b>None Claimed</b>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>6,671</b>	<b>1.9</b>	<b>None Claimed</b>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>358,342</b>	<b>100.0</b>	<b>350,000</b>	<b>8,342</b>	<b>2.4</b>

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$4.99		
Average Subscription Price Annualized (6 issue frequency)	\$24.00		
Average Subscription Price per Copy		\$14.07	\$2.34

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2008.

**3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE**

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Jan./Feb.	335,720		335,720	17,798	353,518		353,518
Mar./Apr.	327,987		327,987	17,973	345,960	10,000	355,960
May/June	310,833		310,833	44,700	355,533	10,012	365,545

**4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS**

None

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended June 30, 2009

## 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	475,274	94.6	485,342	95.0	485,812	95.4	373,330	92.9	327,304	90.6
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>475,274</b>	<b>94.6</b>	<b>485,342</b>	<b>95.0</b>	<b>485,812</b>	<b>95.4</b>	<b>373,330</b>	<b>92.9</b>	<b>327,304</b>	<b>90.6</b>
Single Copy Sales	27,107	5.4	25,352	5.0	23,484	4.6	28,318	7.1	28,247	7.8
<b>Total Paid &amp; Verified Circulation</b>	<b>502,381</b>	<b>100.0</b>	<b>510,694</b>	<b>100.0</b>	<b>509,296</b>	<b>100.0</b>	<b>401,648</b>	<b>100.0</b>	<b>355,551</b>	<b>98.4</b>
Year Over Year Percent of Change		-1.0		1.7		-0.3		-21.1		-11.5
<b>Total Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>N/A</b>		<b>5,932</b>	<b>1.6</b>
Year Over Year Percent of Change										
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>502,381</b>	<b>100.0</b>	<b>510,694</b>	<b>100.0</b>	<b>509,296</b>	<b>100.0</b>	<b>401,648</b>	<b>100.0</b>	<b>361,483</b>	<b>100.0</b>
Year Over Year Percent of Change		-1.0		1.7		-0.3		-21.1		-10.0
Avg. Annualized Subscription Price	\$16.30		\$16.40		\$15.00		\$14.24		\$14.10	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	321,617	89.7
Association:		
Non-Deductible*	3,230	0.9
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>324,847</b>	<b>90.6</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>324,847</b>	<b>90.6</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	26,824	7.5
<b>TOTAL SINGLE COPY SALES</b>	<b>26,824</b>	<b>7.5</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>351,671</b>	<b>98.1</b>
<b>ANALYZED NON-PAID</b>		
List Source	6,671	1.9
<b>TOTAL ANALYZED NON-PAID</b>	<b>6,671</b>	<b>1.9</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>358,342</b>	<b>100.0</b>

\*Included in Average Price calculation.

## 6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

## 7. GEOGRAPHIC DATA for the May/June, 2009 issue

Total paid & verified circulation of this issue was 1.1% greater than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 50.1% greater than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama	887	887	887	68	955		955
Arizona	2,142	2,142	2,142	30	2,172		2,172
Arkansas	393	393	393	13	406		406
California	9,454	9,454	9,454	113	9,567		9,567
Colorado	2,264	2,264	2,264	56	2,320		2,320
Connecticut	34,677	34,677	34,677	4,909	39,586		39,586
Delaware	951	951	951	32	983		983
District of Columbia	243	243	243	43	286		286
Florida	13,616	13,616	13,616	218	13,834		13,834
Georgia	2,598	2,598	2,598	80	2,678		2,678
Idaho	393	393	393	4	397		397
Illinois	3,216	3,216	3,216	398	3,614		3,614
Indiana	1,974	1,974	1,974	82	2,056		2,056
Iowa	680	680	680	22	702		702
Kansas	730	730	730	25	755		755
Kentucky	884	884	884	34	918		918
Louisiana	533	533	533	46	579		579
Maine	15,635	15,635	15,635	1,759	17,394		17,394
Maryland	4,026	4,026	4,026	269	4,295		4,295
Massachusetts	76,084	76,084	76,084	19,254	95,338		95,338
Michigan	3,334	3,334	3,334	134	3,468		3,468
Minnesota	1,312	1,312	1,312	42	1,354		1,354
Mississippi	373	373	373	24	397		397
Missouri	1,372	1,372	1,372	52	1,424		1,424
Montana	344	344	344	4	348		348
Nebraska	464	464	464	15	479		479
Nevada	634	634	634	8	642		642
New Hampshire	24,058	24,058	24,058	3,532	27,590	5	27,595
New Jersey	10,987	10,987	10,987	1,655	12,642	5,171	17,813
New Mexico	629	629	629	4	633		633
New York	28,693	28,693	28,693	5,784	34,477	3,735	38,212
North Carolina	3,541	3,541	3,541	73	3,614		3,614
North Dakota	100	100	100	3	103		103
Ohio	5,656	5,656	5,656	174	5,830		5,830
Oklahoma	746	746	746	20	766		766
Oregon	1,166	1,166	1,166	12	1,178		1,178
Pennsylvania	14,920	14,920	14,920	1,606	16,526	1,101	17,627
Rhode Island	13,100	13,100	13,100	1,728	14,828		14,828
South Carolina	1,847	1,847	1,847	44	1,891		1,891
South Dakota	181	181	181	1	182		182
Tennessee	1,650	1,650	1,650	68	1,718		1,718
Texas	3,917	3,917	3,917	78	3,995		3,995
Utah	389	389	389	7	396		396

  

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Vermont	870	870	870	1,114	9,821		9,821
Virginia	5,580	5,580	5,580	299	5,879		5,879
Washington	2,160	2,160	2,160	28	2,188		2,188
West Virginia	628	628	628	43	671		671
Wisconsin	1,437	1,437	1,437	68	1,505		1,505
Wyoming	231	231	231	6	237		237
<b>TOTAL 48 CONTER-MINOUS STATES</b>	<b>309,546</b>		<b>309,546</b>	<b>44,076</b>	<b>353,622</b>	<b>10,012</b>	<b>363,634</b>
Alaska	298		298	4	302		302
Hawaii	237		237		237		237
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>535</b>		<b>535</b>	<b>4</b>	<b>539</b>		<b>539</b>
U.S. Unclassified	10		10		10		10
<b>TOTAL UNITED STATES</b>	<b>310,091</b>		<b>310,091</b>	<b>44,080</b>	<b>354,171</b>	<b>10,012</b>	<b>364,183</b>
Poss. & Other Areas	44		44	2	46		46
<b>U.S. &amp; POSS., etc.</b>	<b>310,135</b>		<b>310,135</b>	<b>44,082</b>	<b>354,217</b>	<b>10,012</b>	<b>364,229</b>
<b>CANADA</b>							
Alberta	13		13		13		13
British Columbia	16		16		16		16
Manitoba	3		3		3		3
New Brunswick	29		29	54	83		83
Newfoundland/Labrador	1		1	21	22		22
Northwest Territories	1		1		1		1
Nova Scotia	36		36	92	128		128
Nunavut							
Ontario	116		116	321	437		437
Prince Edward Island	4		4	12	16		16
Quebec	5		5	118	123		123
Saskatchewan							
Yukon Territory	1		1		1		1
Canadian Unclassified	48		48		48		48
<b>TOTAL CANADA</b>	<b>273</b>		<b>273</b>	<b>618</b>	<b>891</b>		<b>891</b>
International	307		307		307		307
Other Unclassified							
Military or Civilian							
Personnel Overseas	118		118		118		118
<b>GRAND TOTAL</b>	<b>310,833</b>		<b>310,833</b>	<b>44,700</b>	<b>355,533</b>	<b>10,012</b>	<b>365,545</b>

## ANALYSIS BY ABCD COUNTY SIZE for the May/June, 2009 issue

Magazines of less than 500,000 total average paid, verified and/or analyzed non-paid circulation not required to answer this paragraph.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2009

<b>A. DURATION</b>			<b>%</b>	<b>C. CHANNELS</b>			<b>%</b>
(a) One to six months (1 to 3 issues)	229		0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	111,514		96.4
(b) Seven to eleven months (4 to 5 issues)	215		0.2	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	968		0.8
(c) Twelve months (6 issues)	61,340		53.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	3,223		2.8
(d) Thirteen to twenty-four months	49,929		43.2	(d) Subscriptions as part of membership in an organization	None		
(e) Twenty-five months and more	3,992		3.5	<b>Total Subscriptions Sold in Period</b>	<b>115,705</b>		<b>100.0</b>
<b>Total Subscriptions Sold in Period</b>	<b>115,705</b>		<b>100.0</b>				
<b>B. USE OF PREMIUMS</b>							
(a) Ordered without premium	112,534		97.3				
(b) Ordered with material reprinted from this publication	None						
(c) Ordered with other premiums, See Par. 9	3,171		2.7				
<b>Total Subscriptions Sold in Period</b>	<b>115,705</b>		<b>100.0</b>				

## 9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: U.S., 2 yrs. \$42.00; 3 yrs. \$54.00. Canada and International, 1 yr. \$36.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 6,671 copies per issue.
- (c) Post expiration copies: Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 13,044 or 4.0% of average paid subscription circulation.
- (d) Association (Non-Deductible): The average of 3,230 copies per issue, shown in Par. 6 and included in Par. 1, represents copies served to members of Rhode Island Public Broadcasting. Benefits include discounts and deals at New England retailers, restaurants and cultural attractions. \$6.00 is allocated for a 1 year subscription to this publication and is non-deductible from dues.
- (e) List Source, averaging 6,671 copies per issue, shown in Par. 6 and included in Par. 1, represents names obtained from the non-paid lists of former YANKEE subscribers.
- (f) Use of Premiums: Booklets entitled "Garden Guide," and "2009 New England Scenes Calendar," with no advertised or stated values, were offered at suggested retail prices.

## 10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2008; Variation from Publisher's Statements

Audit Period Ended <sup>^</sup>	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-08	None Claimed	354,287	355,551	-1,264	-0.3	None Claimed	5,932	5,932		
12-31-07	(a)	401,648	401,648							
12-31-06	500,000	505,625	509,296	-3,671	-0.7					
12-31-05	500,000	510,526	510,693	-167	-0.0					
12-31-04	500,000	501,608	502,380	-772	-0.2					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
12-31-08	350,000	360,219	361,483	-1,264	-0.3					

<sup>^</sup>Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

(a) Effective 09/01/07 changed from 300,000 to 350,000.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Yankee Publishing, Inc.

YANKEE, published by Yankee Publishing, Inc. • 1121 Main Street • Dublin, NH 03444

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JAMIE TROWBRIDGE

President

Date Signed: August 3, 2009

Sales Office: Boston 800-736-1100

Established: 1935 ABC Member since: 1977

04-1386-0	Analyzed Issue Date	05-06/01/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	
	U.S. Subscription Price	24.00
	Canadian Subscription Price	36.00
	International Subscription Price	36.00