



Audit Bureau  
of Circulations

# YANKEE MAGAZINE

For the six months ended December 31, 2010

Field Served: General.

Published by Yankee Publishing, Inc.

Frequency: 6 times/year

ABC Member # 04-1386-0

Yankee

## PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

### 1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid &amp; Verified Circulation:</b> (See Par. 6)					
<b>Subscriptions:</b>					
Paid	315,930	88.3			
Verified	10,000	2.8			
<b>Total Paid &amp; Verified Subscriptions</b>	<b>325,930</b>	<b>91.1</b>			
Single Copy Sales	31,973	8.9			
<b>Total Paid &amp; Verified Circulation</b>	<b>357,903</b>	<b>100.0</b>	<b>None Claimed</b>		

### 2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$4.99		
Subscription	\$24.00		
Average Subscription Price Annualized (6 issue frequency)		\$14.48	\$14.55
Average Subscription Price per Copy		\$2.41	\$2.43

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended June 30, 2010.

### 3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
July/Aug.	318,384	10,000	328,384	29,562	357,946
Sept./Oct.	314,854	10,000	324,854	39,980	364,834
Nov./Dec.	314,552	10,000	324,552	26,377	350,929

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

None

Paid & Verified Magazine  
Publisher's Statement

For six months ended December 31, 2010

## 5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	485,812	95.4	373,330	92.9	327,304	90.6	328,042	91.3	320,468	89.4
Verified	N/A		N/A		N/A		N/A		6,667	1.8
<b>Total Paid &amp; Verified Subscriptions</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>	<b>328,042</b>	<b>91.3</b>	<b>327,135</b>	<b>91.2</b>
Single Copy Sales	23,484	4.6	28,318	7.1	28,247	7.8	26,745	7.5	31,391	8.8
<b>Total Paid &amp; Verified Circulation</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>	<b>354,787</b>	<b>98.8</b>	<b>358,526</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.3		-21.1		-11.5		-0.2		1.1
<b>Total Analyzed Non-Paid Circ.</b>	<b>N/A</b>		<b>N/A</b>		<b>5,932</b>	<b>1.6</b>	<b>4,402</b>	<b>1.2</b>	<b>N/A</b>	
Year Over Year Percent of Change								-25.8		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</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>	<b>359,189</b>	<b>100.0</b>	<b>358,526</b>	<b>100.0</b>
Year Over Year Percent of Change		-0.3		-21.1		-10.0		-0.6		-0.2
Avg. Annualized Subscription Price	\$15.00		\$14.24		\$14.10		\$13.91		\$14.48	

## 6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED 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*	312,167	87.2
Association:		
Non-Deductible*	3,763	1.1
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>315,930</b>	<b>88.3</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
Public Place (See Par. 6A)	10,000	2.8
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>	<b>10,000</b>	<b>2.8</b>
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>325,930</b>	<b>91.1</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	31,973	8.9
<b>TOTAL SINGLE COPY SALES</b>	<b>31,973</b>	<b>8.9</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>357,903</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:

Verified Subscription:	Doctor/Health Care			Other	Total Public Place Copies
	Providers	Personal Care Salons			
Public Place	6,146	3,854			10,000

## 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 November/December 2010 issue

Total paid and verified circulation of this issue was 1.9% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	901		901	36	937
Arizona	1,966		1,966	14	1,980
Arkansas	396		396	3	399
California	8,978		8,978	139	9,117
Colorado	2,184		2,184	35	2,219
Connecticut	36,381	2,885	39,266	2,292	41,558
Delaware	928		928	64	992
District of Columbia	212		212	10	222
Florida	12,547		12,547	260	12,807
Georgia	2,498		2,498	157	2,655
Idaho	360		360	2	362
Illinois	3,105		3,105	141	3,246
Indiana	1,979		1,979	36	2,015
Iowa	654		654	21	675
Kansas	694		694	12	706
Kentucky	899		899	10	909
Louisiana	521		521	8	529
Maine	16,652	1,024	17,676	1,840	19,516
Maryland	3,712		3,712	285	3,997
Massachusetts	81,007	4,706	85,713	10,518	96,231
Michigan	3,159		3,159	81	3,240
Minnesota	1,258		1,258	21	1,279
Mississippi	352		352	9	361
Missouri	1,363		1,363	14	1,377
Montana	341		341		341
Nebraska	460		460	8	468
Nevada	573		573	1	574
New Hampshire	25,604	567	26,171	2,244	28,415
New Jersey	10,523		10,523	639	11,162
New Mexico	655		655	3	658
New York	27,541	2	27,543	3,359	30,902
North Carolina	3,453		3,453	94	3,547
North Dakota	96		96		96
Ohio	5,416		5,416	82	5,498
Oklahoma	687		687	3	690
Oregon	1,087		1,087	10	1,097
Pennsylvania	14,165		14,165	1,420	15,585
Rhode Island	13,485	293	13,778	830	14,608
South Carolina	1,814		1,814	113	1,927
South Dakota	180		180		180
Tennessee	1,650		1,650	82	1,732
Texas	3,848		3,848	22	3,870

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Utah	398		398	6	404
Vermont	9,262	523	9,785	824	10,609
Virginia	5,390		5,390	297	5,687
Washington	2,055		2,055	13	2,068
West Virginia	566		566	22	588
Wisconsin	1,372		1,372	49	1,421
Wyoming	213		213	5	218
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>313,540</b>	<b>10,000</b>	<b>323,540</b>	<b>26,134</b>	<b>349,674</b>
Alaska	229		229	5	234
Hawaii	213		213	2	215
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>442</b>		<b>442</b>	<b>7</b>	<b>449</b>
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>313,982</b>	<b>10,000</b>	<b>323,982</b>	<b>26,141</b>	<b>350,123</b>
Poss. & Other Areas	42		42		42
<b>U.S. &amp; POSS., etc.</b>	<b>314,024</b>	<b>10,000</b>	<b>324,024</b>	<b>26,141</b>	<b>350,165</b>
<b>CANADA</b>					
Alberta	5		5		5
British Columbia	15		15		15
Manitoba	3		3		3
New Brunswick	17		17	48	65
Newfoundland/Labrador	1		1	4	5
Northwest Territories	1		1		1
Nova Scotia	39		39	62	101
Nunavut					
Ontario	80		80	92	172
Prince Edward Island	3		3	11	14
Quebec	34		34	19	53
Saskatchewan					
Yukon Territory					
Canadian Unclassified					
<b>TOTAL CANADA</b>	<b>198</b>		<b>198</b>	<b>236</b>	<b>434</b>
International	243		243		243
Other Unclassified					
Military or Civilian Personnel Overseas	87		87		87
<b>GRAND TOTAL</b>	<b>314,552</b>	<b>10,000</b>	<b>324,552</b>	<b>26,377</b>	<b>350,929</b>

## ANALYSIS BY ABCD COUNTY SIZE for the November/December 2010 issue

Magazines of less than 500,000 total average paid and verified 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 December 31, 2010

A. DURATION		%
(a) One to six months (1 to 3 issues)	264	0.1
(b) Seven to eleven months (4 to 5 issues)	465	0.4
(c) Twelve months (6 issues)	119,590	90.5
(d) Thirteen to twenty-four months	11,318	8.6
(e) Twenty-five months and more	489	0.4
<b>Total Subscriptions Sold in Period</b>	<b>132,126</b>	<b>100.0</b>
<b>B. USE OF PREMIUMS</b>		
(a) Ordered without premium	121,653	92.1
(b) Ordered with material reprinted from this publication	None	
(c) Ordered with other premiums, See Par. 9	10,473	7.9
<b>Total Subscriptions Sold in Period</b>	<b>132,126</b>	<b>100.0</b>

C. CHANNELS		%
(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	131,483	99.5
(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	494	0.4
(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	149	0.1
(d) Subscriptions as part of membership in an organization	None	
<b>Total Subscriptions Sold in Period</b>	<b>132,126</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: 8,126 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 6,967 or 2.2% of average paid subscription circulation.
- (d) Association (Non-Deductible): The average of 3,763 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) Use of Premiums: Booklets entitled "Garden Guide," "Old Farmers Almanac," "Yankee Welcome Advantage," "Yankee SLT Recipe Collection," "Yankee Best NE Recipes," "Yankee Welcome Coupon," and "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, 2009; 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)
12-31-09	None Claimed	354,328	354,786	-458	-0.1	None Claimed	2,495	4,402	-1,907	-43.3
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					

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-09	350,000	356,823	359,188	-2,365	-0.7
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.

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JAMIE TROWBRIDGE

President

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04-1386-0	Analyzed Issue Date	11-12/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	4.99
	Association Subscription Price	6.00
	U.S. Subscription Price	24.00
	Canadian Subscription Price	36.00
	International Subscription Price	36.00